JUNE 16, 1958

THIRTY-FIVE CENTS

27TH YEAR

# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Consistently*

1ST

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

ABC-TV CHANNEL 6 BLAIR-TV

1st in May, 1st for SEVEN consecutive months. WFIL-TV ... Consistently 1st in Delaware Valley, U.S.A.

Sources: ARB, Nov. 1957-May 1958

# WHEELING: 37TH* TV MARKET

*Television Magazine 8/1/57

## One Station Reaching The Booming Upper Ohio Valley

**No. 6 IN A SERIES**
**MANUFACTURING**

*"After a day of looking at thousands of tubes going through our production lines, I relax with television. My family enjoys WTRF-TV because it keeps us up-to-the-minute on local news, and gives us the best of network programs."*

Chances are this very morning you used tooth paste or shaving cream squeezed from a Wheeling-made tube. For the Wheeling Stamping Company of WTRF-TV-land is one of the nation's largest manufacturers of collapsible tubes. This Wheeling company, with its 500 employees and $2 million annual payroll, is another reason why the WTRF-TV market is a great one for smart advertisers . . . a market of 425,196 TV homes, where 2 million people spend $2½ billion annually.

***More Proof of WTRF-TV Popularity:***

**STATION SHARE OF SETS-IN-USE SUMMARY**
**WHEELING-STEUBENVILLE METROPOLITAN MARKET**
**(APRIL A.R.B. SUMMARY)**

| WTRF-TV | STA "A" | STA "B" | OTHERS |
|---|---|---|---|
| 47.4 | 32.6 | 15.8 | 4.8 |

**FROM SIGN-ON TO SIGN-OFF**

*For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.*

*National Rep., George P. Hollingbery Company.*

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

CHANNEL

# INDIANA'S 2nd LARGEST TV MARKET

# TERRE HAUTE

- 251,970 TV HOMES (IN THE WTHI-TV VIEWING AREA)
- CBS, NBC, & ABC TELEVISION NETWORKS

## TERRE HAUTE, INDIANA

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

10 CBS TELEVISION

WTHI - TV

*and RADIO, too!*

T.M.–CBS-TV


Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

# A. B. JOLLEY. . . .

## ". . . . is probably the best known agricultural commentator in the State of Texas". . . .

. . . . stated Mr. Paul W. Limerick, Western Advertising Agency, in his letter below, for which we are very grateful.

RACINE, WISCONSIN
610 Wisconsin Avenue

CHICAGO 1, ILLINOIS
35 E. Wacker Drive

WESTERN ADVERTISING AGENCY
INCORPORATED
CHICAGO 1, ILLINOIS

April 30, 1958

Mr. W. A. Roberts
Vice-Pres. in Charge of Radio
Radio Station KRLD
Dallas, Texas

Dear Mr. Roberts:

I imagine it is rather unusual to have a client that expresses his appreciation for cooperation and excellent service like I intend to do in this letter. However, I think it would be much out of line if I did not write this.

Our association with you and A. B. Jolley and your station has been most pleasant and I cannot speak highly enough of the personalized cooperation that has been shown our client, the DeKalb Agricultural Association.

We have found Mr. Jolley more than anxious to cooperate with our sales organization in the field and always ready to obtain localized news which has made the program exceedingly effective.

The writer has made several trips with Mr. Jolley and has noted with much pleasure that he is probably the best known agricultural commentator in the State of Texas and is affectionately called "A.B." by hundreds and hundreds and hundreds of farmers when they see him on the street. He has never failed to appear before our Dealers Meetings and on field trips and has originated many worthwhile ideas that have consistently paid off.

The management of your station, which of course is you, can also be highly commended for their excellent spirit of cooperation. Our advertising job would be made much easier if the management of all of our media would be as much concerned with making advertising pay, as you have been.

Again let me express the sincere appreciation of both your efforts and Mr. Jolley, from our client and from ourselves.

Sincerely,

Paul W. Limerick

PWL:GH

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

KRLD Radio, the only full-time 50,000 watt station operating in Dallas-Fort Worth, is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV, Channel 4. For full information concerning the JOLLEY FARM NEWS, check with The Branham Company, national representatives.

50,000 WATTS

**KRLD Radio**

CBS NETWORK FOR DALLAS-FORT WORTH

John W. Runyon, *Chairman of the Board* — Clyde W. Rembert, *President*

# closed circuit®

**ABOLITION MOVEMENT?** • Could President Eisenhower's action Friday proposing creation of new Federal Aviation Agency, which would involve abolishing CAA, be harbinger of drastic moves in other fields, including communications? In informed quarters it is felt that another scandal of magnitude of that involving Richard A. Mack of FCC, could well bring "ripper" legislation to abolish FCC, with new agency to absorb its functions. Being watched particularly is payment of inordinately high legal fees in television cases to attorneys who were not of record. Question being asked: Where did that money go?

•

*What has happened to federal grand jury investigation of purported influence-peddling in contested FCC television cases? Jury, sitting in Washington, has examined more than dozen individuals reportedly in respect to widely publicized ch. 10 case in Miami and ch. 4 grant in Pittsburgh. Some highly placed observers anticipate two or more indictments.*

•

**WHAT'S IN A NAME?** • NAB's name change may cause consternation for NAB Board at its meeting here this week. (Last Jan. 1 shift was made from NARTB to former title of National Assn. of Broadcasters.) Conflict is with Peter Goelet's National Audience Board, functioning as program listening post for past several years. It adopted NAB as its copyrighted nickname after trade association changed name to NARTB in 1951. Mr. Goelet, who publishes *NAB Newsletter* under registered copyright, already has had his counsel confer with NAB counsel regarding conflict (there have been two meetings within past fortnight). Mr. Goelet founded WGNY Newburgh, N. Y., in 1933 but subsequently sold it. He is son of Robert Goelet, pioneer New York banker and property owner.

•

*Possible nickname conflict associated with NAB recalled to old timers situation which developed in mid-20's following formation of National Broadcasting Co., which automatically became NBC. But prior claim to those significant initials was held by National Biscuit Co. What transpired isn't known but latter subsequently became "Nabisco."*

•

**DEINTERMIXTURE** • Far from writing off deintermixture, FCC for past two weeks has seriously considered transforming two additional markets to uhf-only through transfer of single vhf's in each city to other areas. California's San Joaquin Valley is receiving deintermixture consideration on contention that it's ideally suited for uhf operation, having flat area hemmed in by high mountains. To execute this, ch. 12 KFRE-TV Fresno and ch. 10 KERO-TV Bakersfield would be earmarked for uhf after appropriate rule-making proceedings. If ordered, this would precipitate protracted litigation, possibly running years. But nothing will be done until study of uhf penetration is completed, and all other factors evaluated.

•

*Key figure in preliminary discussions which might lead way toward long-range tv reallocations to provide continuous band of 25 channels (running from 174-324 mc)* (LEAD STORY, *June 2) is Paul Goldsborough, communications adviser to Secretary of Defense Neil McElroy. Capt. Goldsborough (USNR), former president of Aeronautical Radio and recognized allocations expert, is understood to have counselled with FCC Comr. T. A. M. Craven, also renowned allocations authority. This, together with basic research by Comr. Craven, resulted in preparation of memorandum on new single band now before FCC as its unfinished business.*

•

**ABC-TV DAY DEAL** • In dramatic bid to entrench itself in daytime programming at virtually one swoop, ABC-TV is offering agencies plan involving big chunks of daytime quarter-hours into which they could place not one or two but several clients as sponsors. As offered, plan would move ABC-TV's daytime sign-on up to 11 a.m. from present 3 p.m. Young & Rubicam is one agency reported to be actively considering. Acceptance by any major agency probably would mean swinging business from other networks to ABC-TV. Programs for expanded daytime hours not set but network has feelers out and expects number of shows to be ready to go by September.

•

*Cunningham & Walsh has about completed field work, next will tabulate material, for its 11th annual "Videotown" survey, results to be out next fall. Study itself last year found New Brunswick, N. J. (Videotown), viewers excited about very little on tv* [LEAD STORY, *Dec 9, 1957*], *but C & W hasn't lost its interest in continuing project. Survey as usual will concentrate on tv's effect on social habits but for first time will drop census of tv set ownership and buying trends.*

•

**STEPPING STONE** • New approach to hinterland tv is revealed by radio-community tv antenna operator P. B. McAdam, president-general manager of KPRK Livingston, Mont. Delegate to CATV convention in Washington last week, Mr. McAdam said his community could not support conventional tv so he went into CATV to bring in dollars on rental to permit him to enter regular tv later on through "back door." He said he knows several other CATV operators who embarked on similar projects.

*Community operators, hurt at being attacked by broadcasters, nevertheless are frank about subject of regulation: They don't mind being regulated, but don't want to be pushed into it. Some CATV men expressed definite conviction they'd rather be regulated by FCC than state utility commissions. (Story on CATV convention, Page 76).*

•

**MERGER & TALK** • Merger of three competing applicants for Weston, W. Va., ch. 5 is in sight. Two applicants have already agreed to merge, they're wooing third. Two who have worked out agreements are J. Patrick Beacom and Telecasting Inc. Mr. Beacom is cp-holder of ch. 35 WJPB- TV Fairmont, W. Va., now dark; Telecasting Inc. is owner of ch. 16 WENS (TV) Pittsburgh, (also now dark). Third applicant is West Virginia Radio Corp. (WAJR Morgantown, W. Va.). FCC made ch. 5 available for commercial use in 1956 when it changed educational reservation to uhf assignment.

•

*If Celler "conflict of interest" bill (HR 12547)—which would severely restrict officials who leave government in representing clients before their former agencies —begins to show signs of passage, look for wholesale resignation of lawyers and possibly engineers from FCC. Bill would mean that practitioners who left FCC could not represent any client before FCC for two years. They'd be prevented for life from acting in any case that was before them when they were on Commission.*

•

**OUT OF POCKET** • Somebody at National Assn. of Manufacturers must be blushing: First four station replies to FCC inquiry on use of kinescopes of Senate Labor Committee hearing on Kohler strike were negative. None used kinescopes, whose duplication and mailing were underwritten by NAM. Commission wrote to 27 stations asking whether films were used and whether they were properly identified [GOVERNMENT, June 9].

•

*President Eisenhower and at least five members of FCC have something in common: They sport new keyrings with genuine jade pendants. FCC members (excluding Comrs. Craven and Ford, who were absent at time) received them last week as souvenirs from Armand Hammer, who acquired control of MBS last year and who is one of country's foremost art collectors (Hammer Galleries of New York). How President Eisenhower got his is mystery, but apparently it was given to him by someone in public life who had received it from Mr. Hammer. Mr. Hammer, incidentally, attends his first NAB Board Meeting this week as Mutual's representative.*

PHONE HA 2-0277

620

# WHEN

MEREDITH
SYRACUSE
RADIO CORP.

LOEW BUILDING, SYRACUSE 2, NEW YORK

We are taking reservations now for Theresa, Florence and Lorraine.

Also may we recommend you arrange your time in advance for Henrietta, Marion and Rose.

All these are headquarters for favorite summer pastimes of two million Central New Yorkers — and you should be there, too.

Yes, if you want to follow all these consumers, their buying habits and their recession-proof buying power to these resort area towns in the Adirondack, St. Lawrence and Finger Lake area you had better make reservations now on the sure route of WHEN Radio.

Conductor Kellner at Katz or our head ticket agent in Syracuse, W.H. Bell, will be happy to handle your reservations. Return trips are guaranteed.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

Basic CBS

**MEREDITH STATIONS**

**KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix**
**KRMG, Tulsa**
**WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse**

# THE WEEK IN BRIEF

**Allocations Up Again**—FCC starts major reappraisal of allocations tangle, tells staff to see what's wrong now, how proposed revisions would help. Lending urgency to problem is announced closing of NBC's uhf WBUF (TV) Buffalo, N. Y., which found it couldn't make it against multiple v competition. Page **31.**

**"Radio in Telurbia"**—Special RAB study finds radio set purchase running much higher in heavily saturated tv areas than in country as a whole. Nine out of ten are "extra sets" for rooms where the tv set is not located. Page **34.**

**Lever "Stripes" Spot Tv**—New pink-and-white toothpaste goes where Pepsodent's yellow went—to spot television. Objective: greater share of sales in competitive toothpaste product field. Lever calls schedule a "good" one, another spokesman describes it as "substantial." Page **34.**

**Madison Avenue Moves South**—Dallas, Tex., becomes the advertising capital as nearly 1,000 American Federation of Advertising members meet in the organization's 54th annual convention. Admen and women face issues of recession economy and governmental threats. Page **35.**

**More Triple Spotting**—NAB's Tv Code Board, after reviewing advertiser-agency complaints about multiple announcements, reaffirmed present code provision permitting two back-to-back announcements and 10-second ID as adequate protection against objectionable practices. Page **36.**

**Up & Up**—Philip Morris brand shifts to Leo Burnett this autumn from N. W. Ayer & Son, putting Chicago-based agency within reach of $100 million billing mark. Switch may pressage return of PM to broadcasting media. Page **39.**

**Selling By Tape and Film**—The Headley-Reed Co., station representative, completes an experimental year of demonstrating the advantages of the radio-tv stations on its roster via tape and film presentations to agency media personnel. Page **40.**

**No Tears at UA**—United Artists Corp. stockholders meeting proceeds quietly and orderly, is marked by total absence of heated talk of "tv's inroads" as management reports nothing but good news. Page **46.**

**Olive Branch to Rebels**—AFM's Kenin announces pact with Revue Productions that seems to ease tension between union and Hollywood rebel faction. Page **50.**

**Spot Package Plan**—Chicago division of Station Representatives Assn. projects plan to recapture network program accounts by providing rate-card discounts for strips where advertisers supply half-hour syndicated programs. Page **52.**

**Radio Success Story**—How Sunday became a working day for WJQS Jackson, Miss., and how the station went from $65 a week to $9,000 a month in one year. Page **60.**

**Tenenbaum Tells of Contacts**—Witness at house hearing denies any attempt to influence them on KTVI (TV) St. Louis use of ch. 2. House subcommittee also questions him about hiring of Robert Jones as counsel without being made an attorney of record. Page **66.**

**Next on Hill Griddle**—Senate Commerce Committee schedules hearings on rating services; Sen. Monroney, outspoken advocate for such an inquiry: "Certainly is high time." Page **72.**

**CATV Operators Huddle**—They tell their side of controversy with broadcasters to senators and congressmen. National Community Tv Assn. convention in Washington draws 300. Page **76.**

**Panel Discussion: VTR Commercials**—High hopes are held out for the future of videotaped commercials in talks by panel speakers before session called by Film Producers Assn. of New York. Page **79.**

**Pat Weaver's Vapor Trail**—ABC-TV deletes portions of taped telecast interview of ex-NBC president. Network and Mike Wallace's production unit offer differing versions as to which of them was responsible, but everybody concerned agree that no "censorship" was involved, cite belief that deleted statements may have been libelous. Page **81.**

MR. BRISTOL

**Case for Madison Avenue**—Lee Bristol Jr. of Bristol-Myers takes issue with J. Harvey Howells (Fitzgerald Adv., New Orleans), who had plumped for outside-New York agencies, criticized Ad Row. The rebuttal is in MONDAY MEMO. Page **109.**

## DEPARTMENTS


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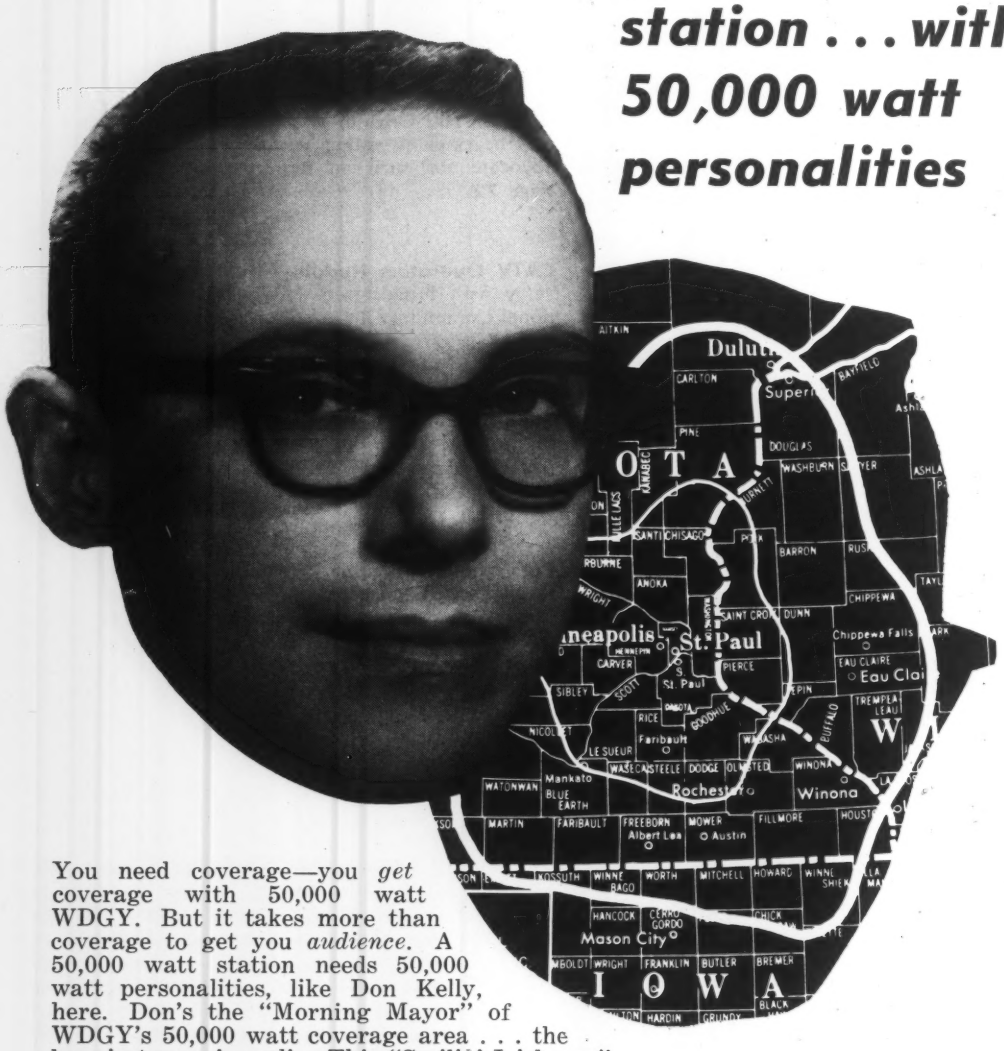
AUDITED PAID CIRCULATION ABC

BUSINESS PAPERS LEADERSHIP ABP

# Why is WDGY first in Minneapolis-St. Paul on the latest Hooper & Pulse? . . . because it's the

## *50,000 watt station . . . with the 50,000 watt personalities*




You need coverage—you *get* coverage with 50,000 watt WDGY. But it takes more than coverage to get you *audience.* A 50,000 watt station needs 50,000 watt personalities, like Don Kelly, here. Don's the "Morning Mayor" of WDGY's 50,000 watt coverage area . . . the happiest man in radio. This "Smilin' Irishman" is a singer and wit, in the bargain. Don is typical of the sound that has made WDGY *first* all-day per Pulse and Hooper . . . and of the "response-ability" that is giving WDGY its biggest billings ever! Talk coverage and audience to the Blair man . . . or WDGY g.m. Jack Thayer.

**WDGY**
*50,000 watts*
**MINNEAPOLIS - ST. PAUL**

**STORZ STATIONS**
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

**WDGY** *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
**WHB** *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
**WTIX** *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
**WQAM** *Miami*
REPRESENTED BY JOHN BLAIR & CO.

# at deadline

## CBS-TV EASES DAYTIME RATES, POLICIES

Liberalized rate, contiguity discount and product protection policies have been developed by CBS-TV for its daytime programming and are slated to go into effect in fall.

Highlights of new plan, already sketched to affiliates, as described Friday include:

• Contiguous rate policy, now applicable only to multiple-segment buys scheduled on same day, will be extended in modified form to apply also to different days. At present, sponsor of two or more quarter-hours, for example, gets first one for 40% of hour rate and each additional one for 20% of hour rate if all are scheduled on same day; if he schedules each on different day, each costs 40% of hour rate. Under new plan, effective Sept. 1, contiguous rate continues unchanged on same-day segments, but advertiser also may schedule them on different days of same week and, while paying 40% of hour rate for first, get those on other days at 25 instead of present 40% of hour rate. This applies only to daytime and only when "first" program is quarter-hour or longer. CBS-TV officials said they were confident that rate adjustments necessary under plan would be more than offset by additional business.

• Class B time, which costs 75% of Class A time, will be converted to Class C time, whose cost is half of Class A. Class B time will be eliminated. This now is 2-6 p.m. Saturdays, 1-6 p.m. Sundays and 5-6 p.m. weekdays. Change to be effective Sept. 28, after close of network's *Game of the Week* baseball series.

• Product protection on daytime programs to be liberalized so that on most weekday series, advertiser will have "exclusivity" only on day he is sponsor—his competitors will be able to buy into same program on days he is not on. This will not be true, however, in personality shows such as daytime Linkletter and Godfrey programs, because of personal selling angle. Minimum quarter-hour separation between competing advertisers will be continued.

NBC officials had no comment on CBS-TV move, but observers generally felt that network would have to make comparable adjustments to "keep competitive." Situation at ABC-TV is different; ABC-TV currently doesn't start daytime programming until 3 p.m. Its daytime rate is one-third of nighttime.

### Two Stations Sold: $110,500

Station sales announced Friday:

WSTN St. Augustine, Fla. (1420 kc 250 w), from James D. Sinyard to St. Croix Broadcasting Co., owned by Wesley J. Wentworth, Robert D. Howley and John H. Vondell Jr. Mr. Vondell is general manager of WREB Holyoke, Mass., and coordinator of WKXL Concord, Mass., WKNY Kingston, N. Y., WKNE Keene, N. H., and WKVT Brattleboro, Vt. (construction permit). Price: $77,500.

KADO Marshall, Tex. (1410 kc 500 w daytime), by Virgil E. Stone and J. D. Johnson to Marshall Broadcasting Co., headed by Harvey Pate, broadcast newsman in Southwest. Price: $33,000. Broker: Hamilton, Stubblefield, Twining & Assoc.

### Move Afoot to Aid Colleague

William L. Putnam of WWLP (TV) Springfield, Mass., Friday offered to put up $1,000 on condition other broadcasters make up rest of total $10,000 needed by fellow broadcaster Dick McKee, operator of WKCB Berlin, N. H., as collateral for bond in libel suit against Mr. McKee. Suit was filed in Superior Court of Coos County, New Hampshire, as result of editorial on juvenile delinquency delivered on air March 19 [STATIONS, May 26]. Under state law, writ attaches assets of defendant. Mr. Putnam said $10,000 in cash would permit Mr. McKee to continue in business. Court hearing is set for October (damages of $100,000 sought by local movie theatre).

### M & P Opens Atlanta Office

Marchalk & Pratt has opened Atlanta office at 800 Peachtree St., N. E., it was announced Friday by Marion Harper Jr., president of parent McCann-Erickson. Mark B. Bollman Jr., manager for past two years of M-E's Atlanta office, will be vice president and general manager of new M & P Atlanta office. M-E's Atlanta office will continue as service office under supervision of John F. W. McClure, vice president. Office will serve following accounts: S.S.S. Co., Mead-Atlanta Paper Co., National Pool Equipment Co., Westinghouse Appliance Sales Co. and Southeast Enterprises.

### Stanley Heads Tall Corn Group

Glen Stanley, KBOE Oskaloosa, elected president of Iowa Tall Corn Network at Friday meeting held at Lake Okoboji. He succeeds William White, KFJB Marshalltown. Other officers: E. M. Horning, KSIB Creston, western vice president; Robert W. Erickson, KOKX Keokuk, eastern vice president; Leo R. Mayr, KCIM Carroll, secretary; Jenny Owens, KXIC Iowa City, treasurer. Twelve stations were represented at two-day session that wound up Friday afternoon. Network adopted resolution calling for broadcast coverage privileges at legislature sessions, meetings and court trials.

## BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISER & AGENCIES, page 34.

**PARTING COMPANY** • Look for announcement this week that three-year association of McCann-Erickson and Mennen Co. is at end. It's understood that Mennen will reassign its men's shaving product line to Grey Adv., which already handles baby products, and to Warwick & Legler—Grey to get shaving creams and talcums, W & L to get Skin Bracer and new men's cologne, now testing. Over $2 million in billing is said to be involved, with most of it in tv. Agency assignment on ABC-TV's *Wednesday Night Fights* will probably go to Grey. Marschalk & Pratt, M-E subsidiary, will retain Speed Stick and Mennen's men's deodorant.

**INCHING BACK** • Kudner Adv., N. Y., appointed to handle advertising for Intercontinental Hotels Corp., N. Y., amounting to $1 million in billing, marking Kudner's first account acquisition since agency lost $23 million Buick business last December. Intercontinental is wholly-owned subsidiary of Pan-American World Airways, operates 15 hotels throughout world. Radio, newspapers and magazines to be used.

**WILSON'S DEAL** • Wilson & Co., regional meat packer, considering buy of three-per-day, 15-per-week filmed five-minute interview programs on strip basis in about 30 markets, seeking advantages of contiguous rates. Agency (Kenyon & Eckhardt) has discussed plan with representatives, who report stations would be agreeable. Client hopes to line up strip for about same cost as half-hour program, maintaining only modest advertising budget. It's seeking daytime segments, with series beamed to women's audience.

**ABC BUSINESS** • Four orders for new business and three renewals announced Friday by ABC Radio. Angostura-Wupperman Corp., Elmhurst, N. Y. (Foote, Cone & Belding, N. Y.); Armour & Co. for Dial soap, Chicago (Foote, Cone & Belding, Chicago); Hudson Vitamin Products, N. Y. (Pace Adv., N. Y.), and 20th Century-Fox Film Corp., N. Y. (Charles Schlaifer & Co., N. Y.) have purchased new orders. Renewals were placed by Campana for Italian Balm, Batavia, Ill. (Erwin Wasey, Ruthrauff & Ryan, N. Y.), and Radio Bible Class, Grand Rapids, Mich. (John M. Camp & Co., Wheaton, Ill.).

**PICKING REPLACEMENT** • Chrysler Corp. reported considering two network spectaculars for remainder of 1958 as replacement for CBS-TV *Climax!* series being dropped. Leo Burnett, agency, neither confirms nor denies.

# at deadline

## FCC Leaves Pay Tv Door Open For Post-Congress Action

FCC does not know what action it will take concerning pay tv after Congress adjourns, Chairman John C. Doerfer stated in letter to Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, released Friday. Rep. Harris has warned FCC not to approve pay tv test after Congress adjourns and plans to call committee into special session if such action is taken [GOVERNMENT, April 14].

"It is difficult, without knowing the precise nature of such action as Congress might take in the interim, to anticipate what future action by the Commission would be appropriate," Doerfer wrote. He added that FCC still feels it has authority to authorize test. FCC has announced it will act on applications for pay tv 30 days after Congress adjourns [GOVERNMENT, Feb. 10].

Comr. Doerfer, in answer to Rep. Harris question as to what Commission plans to do, pointed out that no applications meeting announced requirements have been filed "It is conjectural whether such applications would or would not be submitted should the current Congress adjourn without adopting specific legislation," Comr. Doerfer wrote.

Comr. Doerfer asked that if further resolutions be adopted by either House or Senate ordering continuance of *status quo* by FCC, such resolutions embody a terminal date. He said leaving action on pay tv indefinitely up in the air "creates obvious difficulty."

Commerce Committee has sent Commission resolution advising it not to authorize pay tv test until Congress acts on subject. Senate Commerce Committee has reported out similar resolution which is pending full Senate. Neither resolution sets deadline for Congressional action.

## AFTRA Again Invites SAG In

American Federation of Television & Radio Artists today (Mon.) released contents of letter, sent to Screen Actors Guild, in which AFTRA reiterates desire to effect merger between two unions. At same time, AFTRA rejected SAG's proposal that jurisdiction over videotape be divided, and so-called "grey areas" be submitted to arbitration. SAG recently called on AFTRA to settle threatened dispute over videotape by continuing present set-up, with SAG holding jurisdiction at film studios, AFTRA at networks, stations and live program packagers, except that new companies, producing solely for videotape, be decided by arbitration. Donald F. Conaway, AFTRA's national executive secretary, asserted that in view of SAG's continued refusal to discuss merger, AFTRA plans to proceed with its petition to National Labor Relations Board for representation election among actors.

## ACADEMIC ASSISTANT

VTR is finding staunch supporters among New York U. professors and assistants who for past two semesters have had to arise each weekday at 4:30 a.m. to make early-bird (7-7:30 a.m.) *Sunrise Semester* educational series produced jointly with and carried by WCBS-TV New York. Classical Civilization 43, which kicks off this morning (Mon.), will be first videotaped program and will set pace for rest of course. Dr. Lionel Cassin (successor to Prof. Floyd Zulli Jr.) is spared ordeal of early rising, tapes his lectures in advance three at a clip Mondays and Wednesdays in afternoons.

## AFM, MGA Await NLRB Decision On Which Represents Musicians

National Labor Relations Board elections will be held shortly, probably within month, to determine whether AFM or MGA shall represent musicians in bargaining with major motion picture studios, against which they are now on strike. Attorneys for both unions and Assn. of Motion Picture Producers agreed Friday for vote to be taken among musicians employed by AMPP members for minimum of two days in Los Angeles County within 15 months prior to strike, roughly Nov. 21, 1956 to Feb. 19, 1958 (see early story, page 50).

Cecil Read, MGA president, hailed "consent election" as victory for his union which had petitioned NLRB for right to battle AFM for representation of studio musicians. Henry Kaiser, AFM attorney, stated that only AFM could consent to prompt election. He explained that AFM did so to get its members back to work promptly, abandoning "its rights to full board hearing which, I am convinced, would result in victory for AFM and dismissal of Read's petition." But which might take four to eight months to reach decision.

## RCA Pushes Educational Plan

RCA's intention to advance use of tv as educational medium pointed up over weekend as RCA announced appointment of Pinckney B. Reed, vice president of RCA International Sales, to new post of vice president, educational electronics. Mr. Reed will take charge of what RCA describes as "broad educational program, utilizing a wide range of RCA-produced educational tools, including closed-circuit television, sound, tape, film and other types of recordings." At same time, RCA disclosed (in line with overall program announced at May 6 annual stockholder meeting by RCA President John L. Burns) that it would build, with New York U., educational tv workshop.

## PEOPLE

**ALFRED J. MIRANDA III,** production supervisor, named N. Y. manager of tv-radio department, Campbell-Ewald Co. Other promotions: **JAMES O. BEAVERS** transfers from Hollywood office to Detroit as tv-radio account executive for Chevrolet Motor Div.; **JERE B. CHAMBERLIN** moves from Detroit to Hollywood as tv producer; **THOMAS E. ARMSTRONG,** Detroit, named tv-radio account executive for Kroger Co.

**WILLIAM W. SHAUL** elected senior vice president, Ross Roy agency, Detroit, succeeding **CARROLL F. SULLIVAN,** who retires June 30.

**STEPHEN J. McCORMICK,** MBS White House correspondent, appointed news editor of network's Washington bureau. **BILL COSTELLO,** chief diplomatic reporter of MBS, succeeds Mr. McCormick in White House assignment.

**RUDY BEHLMER,** senior director for tv-radio operations, Grant Adv., Hollywood, appointed tv-radio director of Grant, N. Y., succeeding **WILLIAM PATTERSON,** who has resigned. **ED KIRBY,** public relations director, People-to-People Foundation, N. Y., has joined Grant's public relations staff, N. Y.

**EVERARD MEADE,** special consultant to Young & Rubicam, scheduled to join Ogilvy, Benson & Mather, N. Y., on special assignment in tv commercials and programming area.

**JOHN E. FETZER,** president of Fetzer stations (WKZO-AM-TV Kalamazoo; WJEF-AM-FM Grand Rapids, Mich.; KOLN-AM-TV Lincoln, Neb., and minority WMBD-AM-TV Peoria, Ill.) last Saturday was to receive honorary LL.D. degree from Western Michigan U. in recognition of his "many contributions to the radio and television industry as a pioneer broadcaster."

**RAY DIAZ,** former national director of programs for ABC Radio, has joined Mutual as head of station services department, which encompasses station relations functions and supervision of MBS' new "perpetual inventory" system of keeping track of station clearances.

**BOB FIERMAN,** for past two years commercial producer, Ziv Television Programs, Hollywood, appointed sales and client relations representative for MGM-TV's commercial and industrial division, Culver City, Calif. Mr. Fierman has been producer on Hallmark greeting card commercials for Foote, Cone & Belding for two years; also unit manager for two years with NBC-TV in N. Y.

**JUNE ADAMS,** account executive on Lanolin Plus at Erwin Wasey, Ruthrauff & Ryan Chicago, elected vice president. She joined agency in 1948.

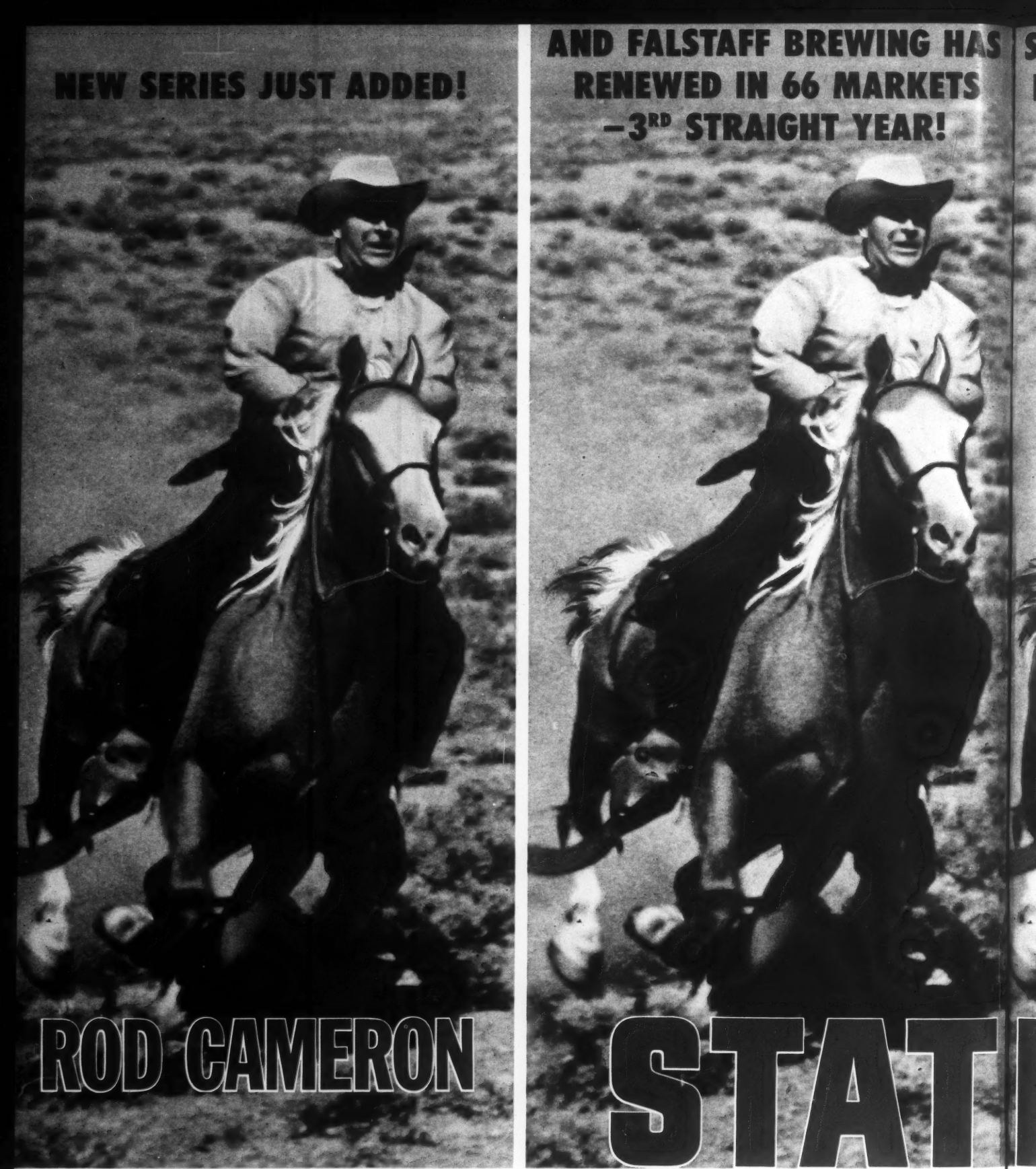
**WILLIAM LACAVA,** who joined Cunningham & Walsh, N. Y., last year from Compton Adv., N. Y., elected today (Mon.) as vice president in charge of commercial tv, heading up commercial production, art and general service. Other past agency associations: McCann-Erickson and Benton & Bowles.

# KRON is TV in SF

*San Franciscans are sold on KRON-TV*

AVAILABLE
**MIKE HAMMER**
A.R.B. 12.4
(coincidental 5/21/58)
Alternate **Wednesdays**
10.30-11:00 PM

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



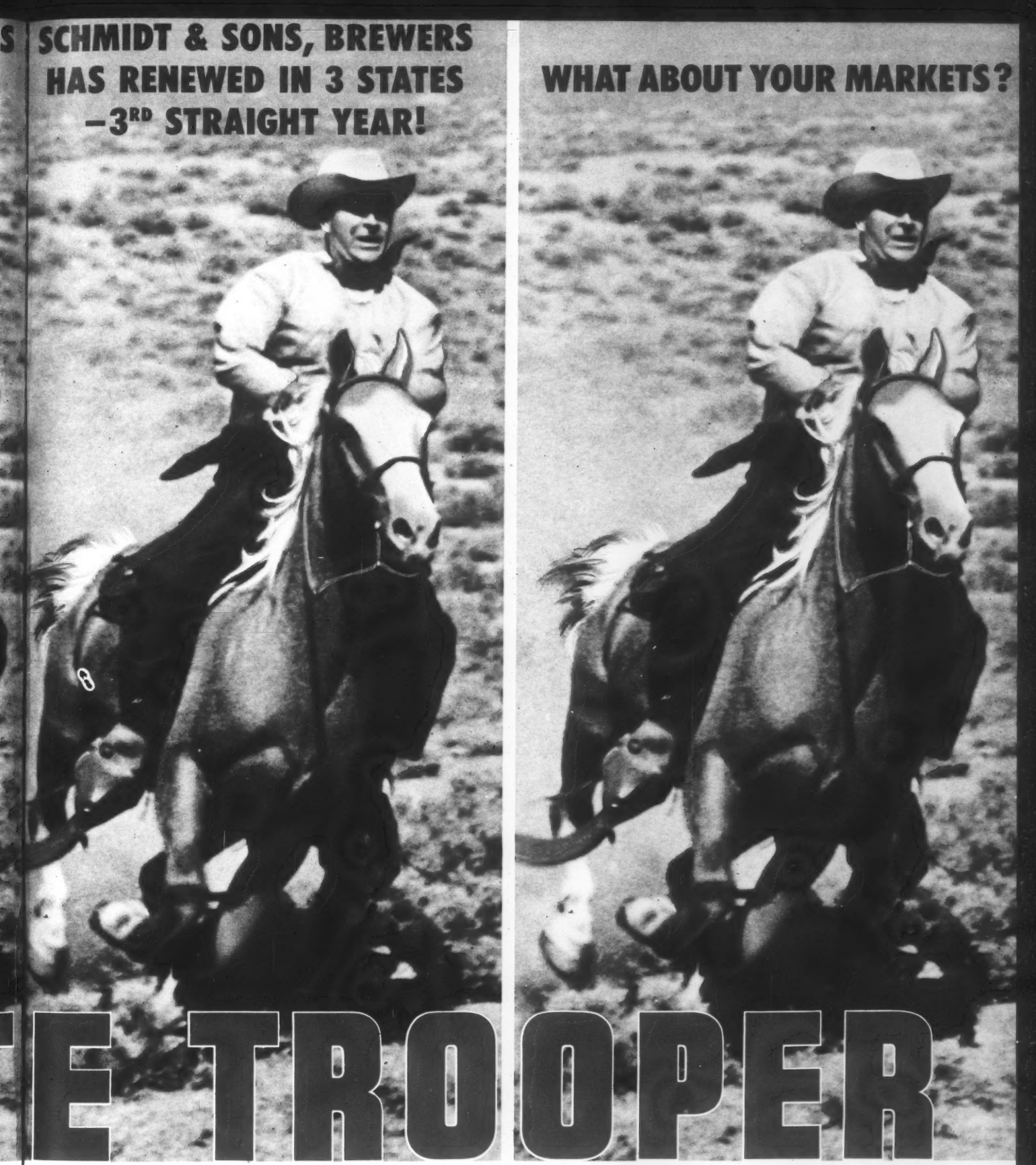

**27.0 AVERAGE RATING* IN 66 FALSTAFF MARKETS**—a better rating than 75% of all network shows! Pick up any ARB report for any month in the past year – STATE TROOPER is "top 10" everywhere! And it *sells!*

| | |
|---|---|
| NO. 1 IN CHICAGO | 23.4 |
| NO. 1 IN PITTSBURGH | 39.7 |
| NO. 1 IN ALBANY-TROY | 27.0 |
| NO. 1 IN NEW ORLEANS | 25.6 |
| NO. 1 IN SACRAMENTO | 40.9 |
| NO. 1 IN PEORIA | 33.9 |
| NO. 1 IN MINNEAPOLIS | 24.5 |

*all la

# SCHMIDT & SONS, BREWERS HAS RENEWED IN 3 STATES —3RD STRAIGHT YEAR!

# WHAT ABOUT YOUR MARKETS?



# E TROOPER

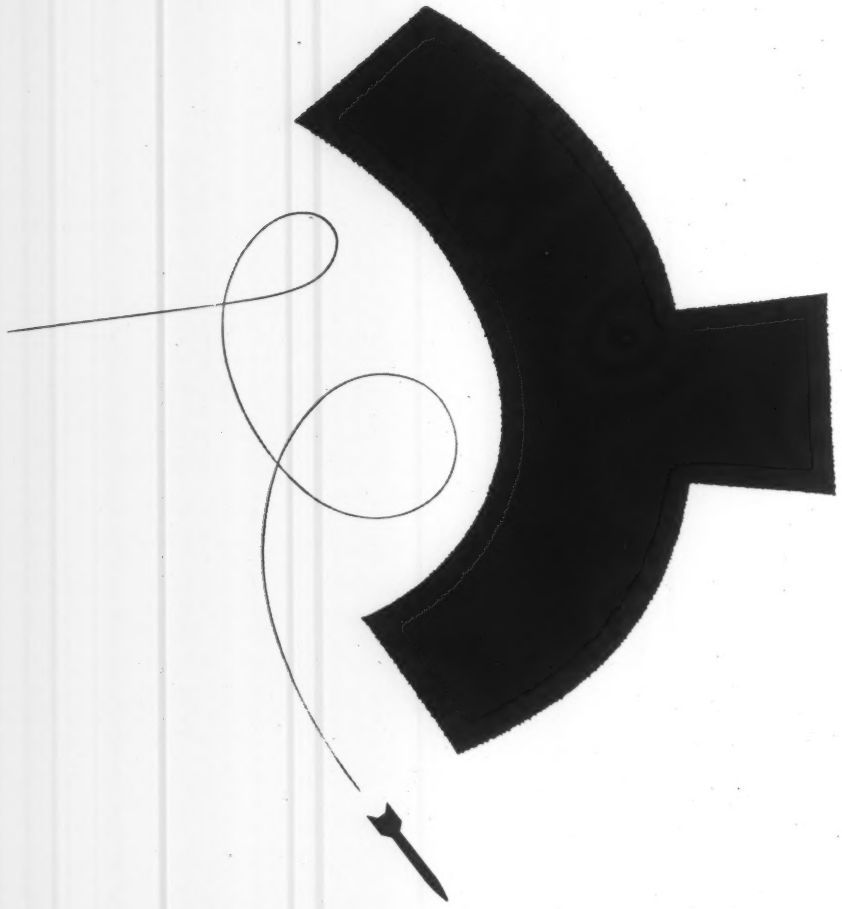
| | |
|---|---|
| NO. 1 IN HARRISBURG | 33.0 |
| NO. 1 IN COLORADO SPRINGS | 38.5 |
| NO. 1 IN DAVENPORT | 42.5 |
| NO. 1 IN W. PALM BEACH | 27.4 |
| NO. 1 IN ST. LOUIS | 37.9 |
| NO. 1 IN SANTA BARBARA | 26.6 |
| NO. 1 IN GREENSBORO-WINSTON SALEM | 37.2 |

*all latest available ARB ratings (partial listing)

## 104 HALF HOURS NOW AVAILABLE!

*write, wire, phone*

**mca tv**
FILM SYNDICATION



# MAKING MISSILES MISS...*TO SAVE YOUR LIFE*

Missile warfare may never come . . .

BUT IF IT DOES – then what?

Is there something we can do to stop, deflect or destroy an enemy missile screaming down from outer space – at a speed that staggers comprehension–carrying a warhead that can obliterate its target?

We've only a few minutes to act. Can we send an electronic bullet into its computing, calculating brain? Can we blind its radar eyes? Can we throw a meteroic roadblock in its path? Can we fool it into committing suicide?

The answers are found in secret devices and systems called "countermeasures"–designed to make missiles miss.

**Electronic countermeasures. Other kinds, too**

Many brilliant minds are working on the problem – including top scientists and engineers at IT&T who have been researching, devising, inventing . . . for more than 15 years. Today, no less than 156 engineers at one IT&T laboratory alone are working on countermeasures and nothing else.

This much can be told. A number of countermeasures exist today. Others are being perfected. Still others are being started from scratch–to be ready for whatever tomorrow may bring.

**Many tools – many skills**

Many tools are being used – radar, infrared, chemicals, others. Many skills are required – in physics, metallurgy, astronautics, as well as electronics. And thousands of IT&T technicians and artisans are working in these fields.

This is one of the big assignments the Department of Defense has asked IT&T to tackle. Guiding and controlling our missiles is another. Testing and launching them, too, and building communications between missile facilities.

The Air Force has even turned over to IT&T the all-important job of operating and maintaining the Distant Early Warning radar network in the Arctic, (the "DEW LINE").

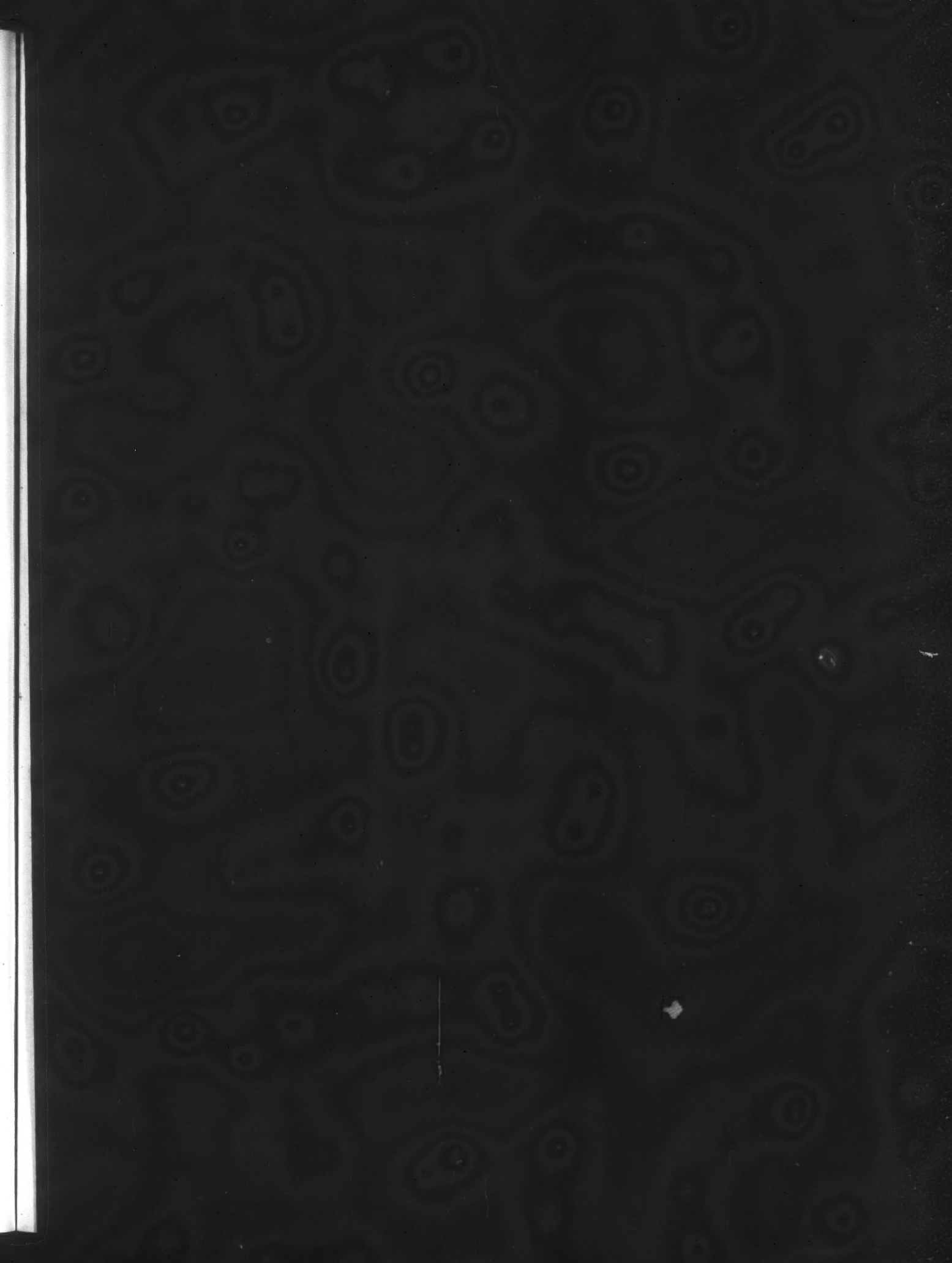
Perhaps the missiles will never come. *But if they do* – countermeasures will be needed to make them miss. IT&T is working day and night to make sure the countermeasures will be ready.

IT&T

*. . . the largest American-owned world-wide electronic and telecommunication enterprise, with 80 research and manufacturing units, 14 operating companies and 128,000 employees.*

**INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION** 67 Broad Street, New York 4, N. Y.

FARNSWORTH ELECTRONICS COMPANY · FEDERAL ELECTRIC CORPORATION · FEDERAL TELECOMMUNICATION LABORATORIES · FEDERAL TELEPHONE AND RADIO COMPANY · IT&T COMPONENTS DIVISION · IT&T INDUSTRIAL PRODUCTS DIVISION · INTELEX SYSTEMS, INC. · INTERNATIONAL STANDARD ELECTRIC CORPORATION KELLOGG SWITCHBOARD AND SUPPLY COMPANY · ROYAL ELECTRIC CORPORATION · AMERICAN CABLE & RADIO CORPORATION · LABORATORIES AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES



## Voices: Spiritual and Mortal

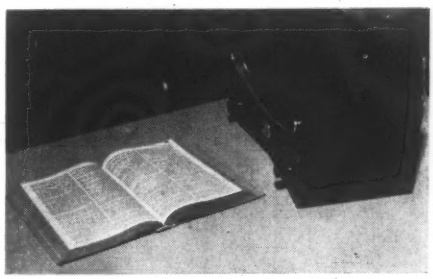
EDITOR:

It was the end of Radio Month. It was the last day of a three day Memorial Day Holiday. To prepare for a busy Monday, I visited my office in the MFA Mutual Insurance Co. building.

As I passed through a corner of the office building, I noticed that the building custodian had left his desk to make his rounds. On his desk were two objects. One was a radio. The other was an opened Holy Bible.

How better could one illustrate Radio Month? Or year?

*W. Judd Wyatt*
*Director of Advertising*
*MFA Mutual Insurance Co.*
*Columbia, Mo.*



THE WATCHMAN'S PREOCCUPATION

## Should It Be Restricted Data?

EDITOR:

I have a problem. I refer to requests [to our station] from advertising agencies wanting information regarding comparative spending of their clients' competitors. My first impression is that to divulge such information is violating an advertiser's right to privacy. It's like asking a station, "How much did you gross last year?" or "How much money have you in the bank?"

What is the attitude of the sponsor who finds out that his competitor knows what he is spending?

What is the attitude of the agency? Outside of BC and Stanback we haven't had a patent medicine account in our history. The same goes for soap powders. Will the agency think this is a virgin market or will they bypass us because no one else is using us?

*Name Withheld*

**[EDITOR'S NOTE: Agencies are asking more information each year from stations as they plan campaigns for advertisers. Is this a problem for stations? Or is it a routine, acceptable practice? Your opinion is invited.]**

## Bulova's Clock on Early Tv

EDITOR:

There should be a note of clarification . . . to "Telling Time and Making Money" [ADVERTISERS & AGENCIES, June 2]. Going back to the very earliest days of television in the late forties, Bulova Watch Co. developed and put into use what you now characterize as something "new."

Bulova submitted a device wherein the identification card of each station would have superimposed on it a running clock, and the voice as well as a portion of the identification card, would refer to "Bulova Watch Time."

When this idea was first proposed to stations, Terry Clyne, John Ballard and the writer were told by at least one big network that they "would never prostitute their identification by such vulgar advertising." The first to accept this type of advertising was WGN-TV Chicago which didn't feel quite so high and mighty.

Shortly thereafter, all other stations, sensing a source of revenue, began selling their identification pattern with the Bulova watch or clock incorporated as part of the pattern. Incidentally, the use of the running clock was brought about by the fact that in the early days of television, timing wasn't sufficiently accurate that you could tell exactly when a program was going to end or what the exact time would be, hence the synchronized clock to give the "actual time."

This is far from a new idea . . . I get a little bit burned up when I see one of the major networks outlining a new and revolutionary thing when they were one of the parties to its being suppressed at the time the idea was originally conceived.

*C. A. (Fritz) Snyder*
*George P. Hollingbery Co.*
*New York City*

**[EDITOR'S NOTE: We certainly did not intend to take anything away from Bulova or the people who pioneered the time signal for Bulova. The "new wrinkle to an old look" is quoted from station authorities at WRCA-TV New York.]**

## Wants Agency Man's Confession

EDITOR:

J. Harvey Howells' "Confessions of a Reformed New Yorker: There's More to Life Than Madison Ave." [MONDAY MEMO, May 26] interests us. We believe we could use it in our agency promotion if reprints are available.

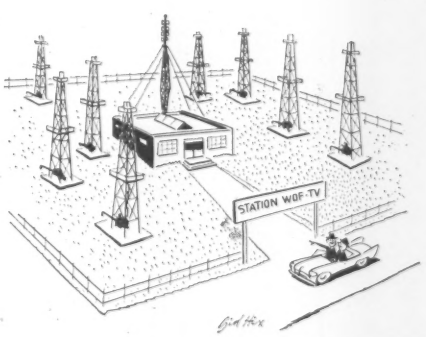
*J. R. Van Arsdale*
*Executive Vice President*
*The Rumrill Co.*
*Rochester, N. Y.*

## Our Technical Innovation

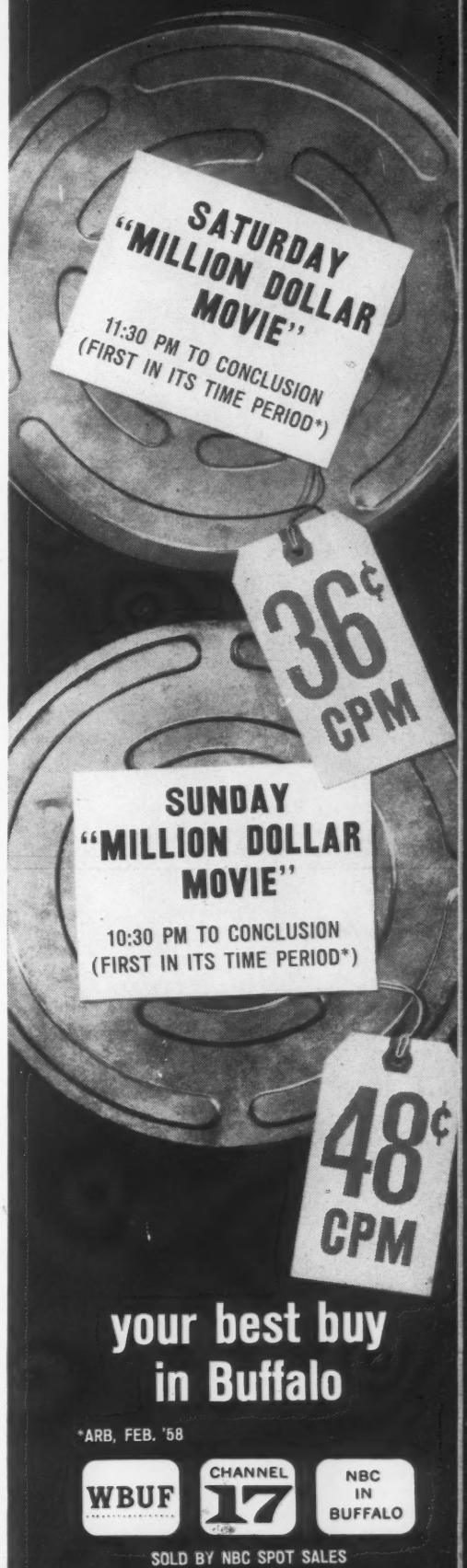
EDITOR:

There is something wrong with this cartoon [BROADCASTING, May 19]. . . . You have vhf antenna on top of a uhf installation.

*Bert K. West*
*Manager*
*WTVP (TV) Decatur, Ala.*




*"I hear it's one of the few uhf stations that's actually making a profit."*



# Now for a Greater Baltimore

## Charles Center opens up a new world of business

Here's the bold, imaginative, *realistic* Downtown Baltimore of tomorrow—and a mighty soon tomorrow. The people have hailed it—the experts have praised it—private investors are lining up to be in on it. Charles Center—22 acres of modern construction miracles—will contain a new Federal Office Building, a new 800-room hotel, 400,000 square feet of retail space, a theater center to seat 3,000, a transportation terminal and two transit depots, three public parks, integrated pedestrian malls, and a 4,000-car underground parking garage.

This is the Baltimore that Radio Station W-I-T-H will serve . . . just as we serve advertisers of *today's* Baltimore with progressive programming, *complete no-waste* coverage, and the *lowest rates* of any major Baltimore station with resultant *lowest cost per thousand* listeners. This explains why we have *twice* as many advertisers as any other local station. It's why we are *your* Baltimore radio station . . . *today and tomorrow.*

*We will be happy to send a free copy of "The Charles Center Presentation"—a 32-page book handsomely lithographed in 4 colors and selling for $7—to the first 100 requests received. Drop a line to Tom Tinsley or R. C. Embry—W-I-T-H, 7 E. Lexington St., Baltimore 3, Md.*

**W-I-T-H**

National Representatives:

**Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles

IN 6 MONTHS:
NOW
8th
NATIONALLY!

8th (from 19th) among all CBC shows! Outrates "Have Gun Will Travel", "Dinah Shore", "Disneyland", etc.

**Network rating higher every rating period, now 41.0!**

**21% increase in homes reached!**

**30% increase in viewers!**

Pre-tested as popular movie and through dozens of famous Saturday Evening Post stories, TUGBOAT ANNIE helps Lever Brothers Limited of Canada win friends and influence sales. Lever Brothers' success story gives proof of greater profit than ever for you in your own market. Of course, the American premiere market showing is swamping all competition too!

*the adventures of*
TUGBOAT ANNIE

tpa
TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100



## SING ALONG

The old cinema sing was not such a bad idea. Nor is the new television sing. When CBS-TV asks viewers to *Sing Along* with Jim Lowe and friends, it's a pleasure. It's about time somebody admitted that people like to sing along and often do anyway, whether invited or not.

Leaders of the living-room sing move around a folksy set that features a reproduction of Jim Lowe's family front porch in Springfield, Mo. It seems as appropriate a place as any to sing, with the possible exception of the bathtub. Words are provided in a number of ingenuous ways—on hat boxes carried by a chorus of girls or superimposed any handy place in the picture. It seemed a waste, though, at one place in the opening show; that was for "He's Got the Whole World in His Hands." A lot of dittoes would have done as well.

Mr. Lowe strikes a happy note in the songfest, treading easily between too much enthusiasm and the other extreme. His ease at the upright is a decided asset in this format. Tina Robin and the rest also belong on the asset side of the ledger. Somethin' Smith and the Redheads, after years of stewardship in community singing, however, deserve more than some of the abbreviated choruses they were kissed off with on the opening show.

*Sing Along* should be diverting these summer evenings and relaxing to the plot-weary veteran of the mystery-western circuit.

*Production costs: Approximately $19,000.*
*Sustaining on CBS-TV, 7:30-8 p.m. EDT. Started June 4.*
*Executive producer: Lester Gottlieb; producer: Lee Cooley; director: Mel Ferber; writers: Norman Barasch and Carroll Moore; associate producer: Richard Brill; associate director: Roland Vance; program assistant: Stuart Erwin Jr.; technical director: Charles Grenier; scene designer: John Ward; set decorator: Ken Krausgill; lighting director: Hal Anderson.*
*Stars: Jim Lowe, Tina Robin, Florence Henderson, Somethin' Smith and the Redheads; Music: Harry Sosnik and orchestra.*

## P.O.W.—A STUDY IN SURVIVAL

"This is a painful story . . . it will revive some bruising memories." So saying, Edward R. Murrow, on behalf of CBS News, re-opened the case of the prisoner of war in the Korean conflict.

On Nov. 24, 1957, CBS-TV took up the case of the political prisoner of the Soviet state (*The Twentieth Century:* Brainwashing). To most Americans, this subject was too remote to be fully understood. But in tackling the case of the prisoner of war, CBS may have hit home. Its report last Monday night may have struck some as being unnecessarily brutal; certainly, it will be hard to forget the voice of one ex-P.O.W. who described how close he came to eating the raw flesh ("it looked to me like a nice-looking roast beef . . .") off an amputee's stump because he could no longer endure the hunger. Be this as it may, it was compelling listening.

In presenting this hour-long report, "Unit One" of the Public Affairs Div. (responsible for such other ear-openers as *Chronicle of Terror: the Galindez-Murphy Case* and *Who Killed Michael Farmer?*) let the listener draw his own conclusion from eyewitness accounts.

"We didn't know how to cope with it," said one of the eye-witnesses brought under

## COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

**June 16-20, 23-25** (3-4 p.m.) *Matinee Theatre,* participating sponsors.

**June 16, 23** (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

**June 17, 24** (8-9 p.m.) *The Investigator,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

**June 18, 25** (9-10 p.m.) *Kraft Mystery Theatre,* Kraft Foods Co., through J. Walter Thompson Co.

**June 19** (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

**June 19** (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

**June 21** (8-9 p.m.) *Bob Crosby Show,* participating sponsors.

**June 22** (7-7:30 p.m.) *Noah's Ark,* sustaining.

**June 22** (8-9 p.m.) *Steve Allen Show,* S. C. Johnson & Son through Needham, Louis & Brorby, U. S. Time Corp. through Peck and Greyhound Corp. through Grey Adv.

**June 22** (9-10 p.m.) *Chevy Show,* Chevrolet through Campbell-Ewald

# *The man with 26 voices...*

CBS Radio newsman Frank Goss is a highly talented man. So are the many other CBS Radio Pacific personalities here in Hollywood. They have this and something else in common. They speak with the impact and authority of 26 voices... the 26 stations that make up the CBS Radio Pacific Network. Each station is a powerful, respected voice in its own community airing programs that only a radio network can provide. *Together these stations offer 252,000 watts of power to blanket 500,000 square miles of the West with the completeness, efficiency, economy and authority that no other western regional medium, broadcast or print, can match.* If your market is here, you can't do better than with the

*The 26:*

**CALIFORNIA**

KERN Bakersfield
KHSL Chico
KHUM Eureka
KFRE Fresno
KNX Los Angeles
KMBY Monterey
KCMJ Palm Springs
KVCV Redding
KROY Sacramento
KFMB San Diego
KCBS San Francisco

**ARIZONA**

KCKY Coolidge
KNOG Nogales
KOOL Phoenix
KOLD Tucson

**WASHINGTON**

KEPR Kennewick
KIRO Seattle
KXLY Spokane
KIMA Yakima

**OREGON**

KERG Eugene
KFLW Klamath Falls
KYJC Medford
KFIR North Bend
KOIN Portland
KRNR Roseburg

**NEVADA**

KOLO Reno

CBS RADIO PACIFIC NETWORK

Represented by CBS RADIO SPOT SALES

# TIME BUYERS REQUESTED IT!

# WFAA RADIO RESPONDS!

*. . . a look at 'WHAT', 'WHEN' and 'WHERE' in the fabulous NORTH TEXAS MARKET!*

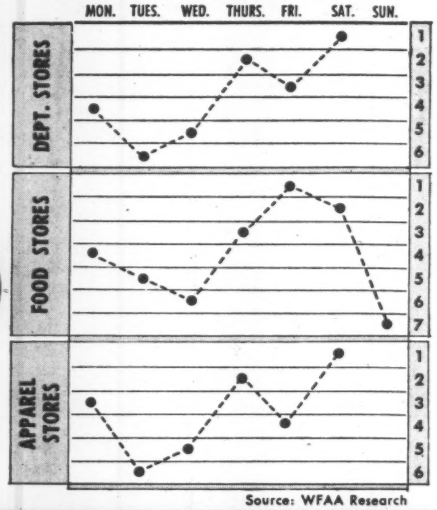
**WFAA**
**820**
**DALLAS**

## RETAIL • Sales and Shopping Patterns

**PER CENT OF DALLAS' RETAIL SALES MADE TO NON-RESIDENTS OF DALLAS**
**TOTAL RETAIL SALES $1,079,457,000**
**(CITY OF DALLAS)**

Source: Sales Management

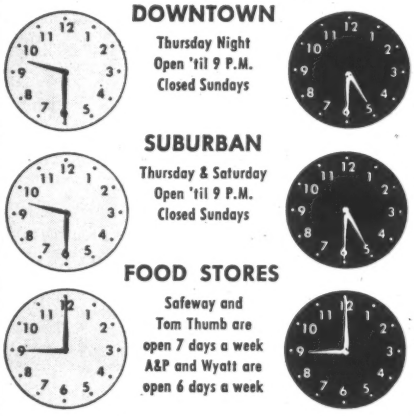
**RETAIL SHOPPING DAYS**




Source: WFAA Research

**RETAIL STORE HOURS**

OPENING CLOSING



**DOWNTOWN**
Thursday Night
Open 'til 9 P.M.
Closed Sundays

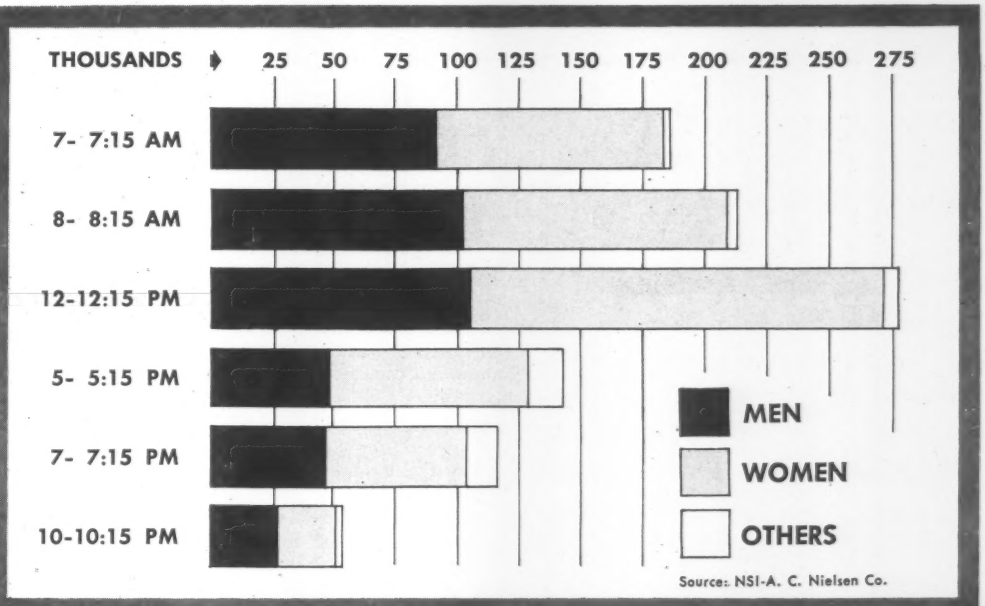
**SUBURBAN**
Thursday & Saturday
Open 'til 9 P.M.
Closed Sundays

**FOOD STORES**
Safeway and
Tom Thumb are
open 7 days a week
A&P and Wyatt are
open 6 days a week

# LISTENERS

more women and/or men reached by

**WFAA**




Source: NSI-A. C. Nielsen Co.

# BUYERS

what and how much in

**WFAA**

area

| WFAA-820 | | WFAA-570 | |
|---|---|---|---|
| Population | 4,998,200 | Population | 2,661,900 |
| Families | 1,464,100 | Families | 1,027,600 |
| Buying Income | $7,350,303,000 | Buying Income | $5,189,063,000 |
| Retail Sales | $5,690,194,000 | Retail Sales | $4,039,972,000 |
| Food Sales | $1,286,755,000 | Food Sales | $ 911,048,000 |
| Eating & Drinking | $ 275,079,000 | Eating & Drinking | $ 199,402,000 |
| General Merchandise | $ 697,216,000 | General Merchandise | $ 549,068,000 |
| Apparel | $ 269,415,000 | Apparel | $ 194,714,000 |
| Furn., Hsld., Appl., & Radio | $ 240,026,000 | Furn., Hsld., Appl., & Radio | $ 168,477,000 |
| Automotive | $1,420,478,000 | Automotive | $1,007,804,000 |
| Gasoline, Service Stations | $ 483,399,000 | Gasoline, Service Stations | $ 320,227,000 |
| Lbr., Bldg., Hdw. | $ 437,068,000 | Lbr., Bldg., Hdw. | $ 295,516,000 |
| Drugs | $ 188,161,000 | Drugs | $ .135,887,000 |

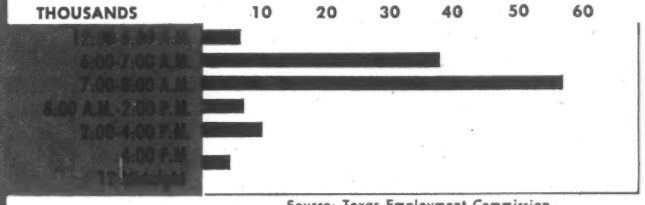
Source: Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed.

# RADIO 570 TEXAS

# WORKERS • Schedules and Traffic Habits

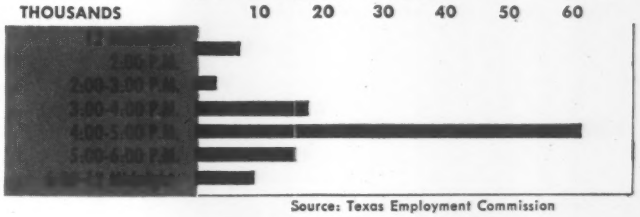
## INDUSTRIAL WORKERS IN DALLAS COUNTY

### STARTING TIMES




Source: Texas Employment Commission

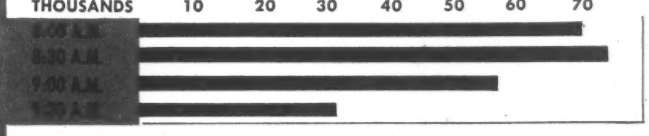
### QUITTING TIMES




Source: Texas Employment Commission

## "WHITE COLLAR" WORKERS - DALLAS COUNTY

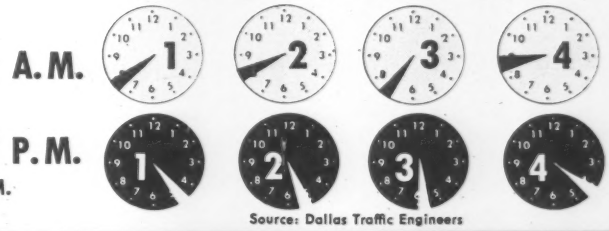
### STARTING TIMES




QUITTING TIMES CONCENTRATED BETWEEN HOURS OF 4:30 - 5:30 P. M.

Source: Texas Employment Commission

## PEAK TRAFFIC TIMES IN DALLAS




Source: Dallas Traffic Engineers

cloak of anonymity to the CBS mike. "When we faced it, it hit us like a flash . . . and we were in for it." He was one of those ex-G.I.'s who survived the subtle brutalities of Camp 5 (Pyoktong), North Korea.

The report showed that whatever punishments were inflicted upon the prisoners were effected out of a spirit of seeking their political conversion, their psychological subversion. Segregation was enforced according to rank, nationality and color, thus the Communists effectively destroyed the only means of resistance—a military chain of command, an esprit de corps behind barbed wire.

While many of CBS' findings are not new —having been amply covered in voluminous studies by the Pentagon and semi-public as well as private research bodies—they served to haunt those Americans who regard themselves as safe on "the home front." The inference to be drawn is that there no longer exists a home front; everyone is vulnerable. If any particular point was made, it was that individual defeats suffered in Camp 5 and the other 19 North Korean prison compounds had their beginnings long before June 25, 1950—on the school playing field in Middletown, U.S.A.

*Production costs: approximately $3,000.*

*Sustaining on CBS, June 9, 8-9 p.m. EDT.*

*Producer-writer: George Vicas; associate producer: Arthur Rabin; narrator: Edward R. Murrow; a CBS News (Public Affairs) presentation by "Unit One."*

## BOOKS

THE MASS COMMUNICATORS by Charles S. Steinberg, Ph. D., Harper & Bros., 49 E. 33d St., New York 16. 470 pages, $6.

This book should provide a useful tool for the public relations practitioner as well as any radio and television executive whose activities impinge upon PR. The volume presents an historical and analytical evaluation of the mass media of communication, including radio-tv, and stresses that public relations men must understand the techniques of informing, influencing and persuading used in this field, if the practice is to grow in stature and be invested with professional recognition.

Mr. Steinberg combines the rare experience of a teacher and a working public relations practitioner and is able to comment penetratingly on the broad areas of public relations as well as provide suggestions on specific PR considerations. At the time he wrote his book, Mr. Steinberg was director of press information for CBS Radio but recently was appointed director of information services for CBS-TV [NETWORKS, May 19]. He has been a secondary school teacher, a lecturer at the College of the City of New York and co-director of the program in communication and public relations at the New School for Social Research, New York.

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| SUSIE | 4.8 |
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| SUSIE | 5.6 |
| Station C | 1.2 |
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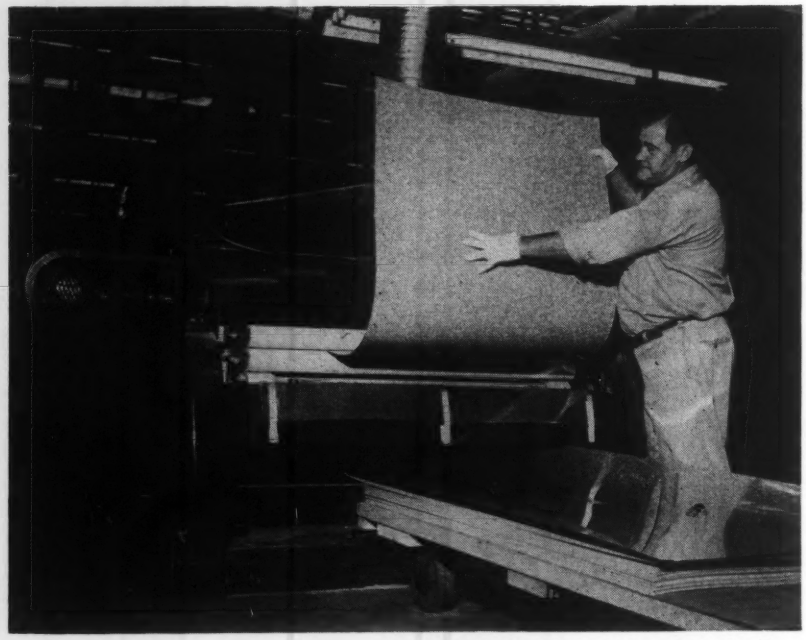
## Maine Citizen at Work



*(Maine Dept. of Economic Development photo)*

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*Reg. U. S. Patent Office


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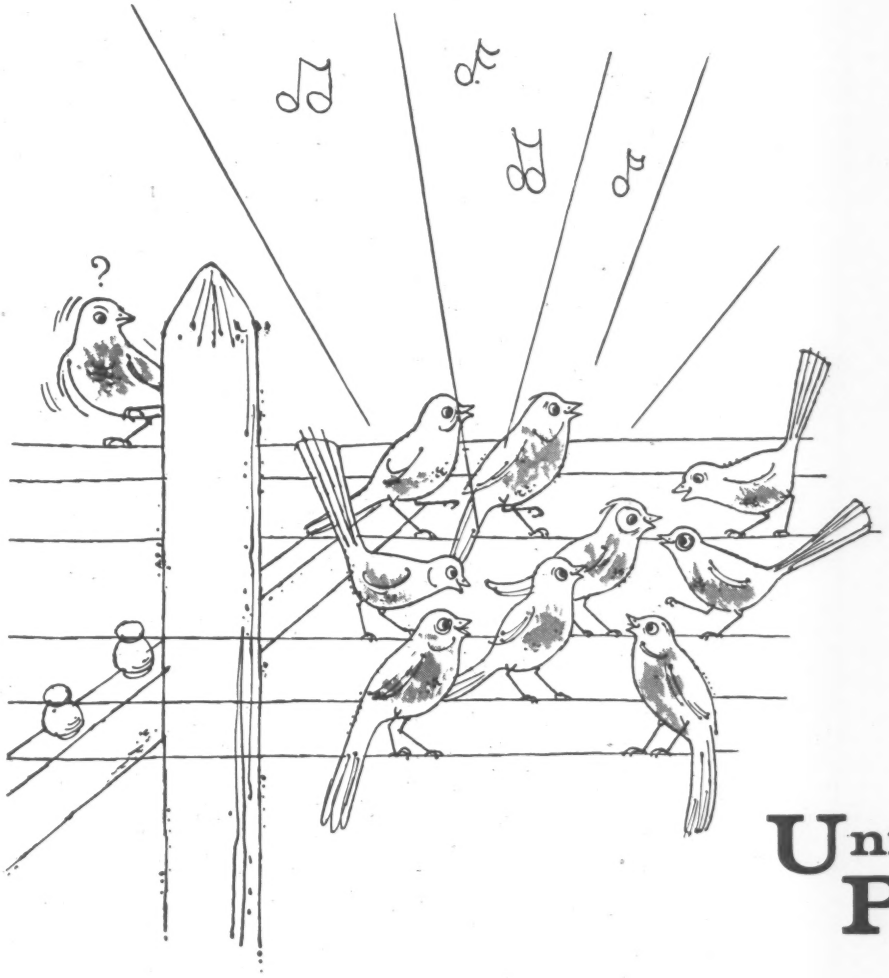
## in Bakersfield, for instance...



...9 out of the 10 broadcasting outlets are on the United Press International news wires—KAFY...KBIS...KERN... KGEE . . . KIKK . . . KMAP. . . KPMC ...KBAK-TV...KERO-TV.

It's pretty much the same in other California cities, too. KCSB...KFXM...KITO make it 3 out of 4 in San Bernardino. And U.P.I. has 5 out of 7 in San Diego— KCBQ . . . KFMB . . . KGB . . . KSDO . . . KSON—not to mention three more just across the Mexican border—XEAK... XERB...XETV—also reaching the San Diego market. State-wide, U.P.I. is a runaway first.

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|---|---|---|
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| Sta. B | 25.6 | 21.2 |
| Sta. C | 7.7 | 9.8 |
| Sta. D | 3.7 | 3.2 |

C. E. Hooper, March-April, '58

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WILS
music news sports

81

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# OUR RESPECTS

## *to Thomas Edgar Ervin*

SHORTLY after Thomas E. Ervin joined NBC's legal department in 1948, a staff producer sought his counsel. The producer was interviewing the cast of a Broadway play and wanted them to perform some excerpts from the play. He didn't have permission from the play's owners and wondered if it was "all right."

Mr. Ervin, exercising an attorney's prerogative to weigh the problem carefully, replied he would call back later. But then the producer added: "We're going on the air in five minutes."

Today, as vice president and general attorney for NBC, Mr. Ervin has become accustomed to these exigencies—and, in fact, enjoys them. (As to what he told this particular producer, he only smiles.) There is a constant necessity for split-second decision which challenges an attorney's skill and judgment. Beyond that, practicing law for an organization like NBC, Mr. Ervin comments, is a multi-faceted occupation, covering such diverse fields as libel, real estate, taxes, contracts, FCC and other governmental agency activity, and copyright. Trite but true, there's "never a dull moment."

Mr. Ervin's selection of law as a vocation wasn't unusual. His father, Edgar Ervin, was a practicing attorney in Ohio and once served as a Common Pleas judge in Meigs County, Ohio. Thomas Edgar Ervin was born in Middleport, Ohio, Nov. 28, 1911, and was educated in the public schools of that community and of Columbus before attending Ohio State U. He received his AB degree (summa cum laude) and Phi Beta Kappa key there in 1932 and his LLB degree from Columbia U. in 1935.

Following law school he worked for the firm of Cotton, Franklin, Wright & Gordon, New York, and remained there until 1938 when he accepted a position in the appellate section of the Lands Div., Dept. of Justice. From April 1939 until April 1941, Mr. Ervin was an associate of the law firm of Bleakley, Platt & Walker, New York, where he devoted himself exclusively to litigation matters.

For the next five years, Mr. Ervin served in the U. S. Army, starting as a private in April 1941 and leaving active duty as a lieutenant colonel in May 1946. He was commissioned as an anti-aircraft artillery officer but transferred to the Military Intelligence Service, which he served both in Washington, D. C., and in the Pacific.

As a civilian lawyer, Mr. Ervin served as deputy to Brig. Gen Telford Taylor in charge of prosecuting the second series of war crimes trials at Nuremberg, Germany, starting in June 1946. He also was chief prosecutor for the U. S. in one of the trials before resigning his post in November 1947 to return to this country.

IT WAS upon the recommendation of Charles Denny, then head of NBC's law department and now an RCA vice president, that Mr. Ervin was hired at the network. Mr. Denny had become acquainted with Mr. Ervin back in 1938 when they were colleagues in the Dept. of Justice. Mr. Ervin's rise at NBC has been rapid: nine months after joining the legal department he was promoted to assistant general attorney and in March 1953 was named vice president and general attorney.

His NBC associates consider Mr. Ervin to be one of the highly popular executives at the network. They say he combines "a rare wit with extreme modesty" and attribute his success to his exacting legal craftsmanship, an unusually considered judgment and an ability to organize and delegate responsibility.

Mr. Ervin commutes at least twice a month to Washington on NBC matters related to the FCC and Congressional sub-committees. The growth of broadcasting over the past 15 years, he points out, has led to Congressional moves to regulate more closely the practices of the industry.

The pressures of his position appear to have had no telling effect. He is a relaxed, friendly individual who spends his time away from business at his summer home at Fire Island, L. I., with his wife, the former Norma Murray of Milford, Mass., and their son, William Edgar, 10. They were married in 1943 after a courtship that began in Washington, where both were attached to the Military Intelligence Service. Mrs. Ervin is a Wellesley graduate who interested her husband in malacology (shell-collecting). They make their home in Peter Cooper Village in Manhattan but hie off to Fire Island as soon as the weather becomes pleasant.

Mr. Ervin is a member the American Bar Assn. and the Assn. of the Bar of the City of New York. He enjoys playing bridge and listening to jazz records.

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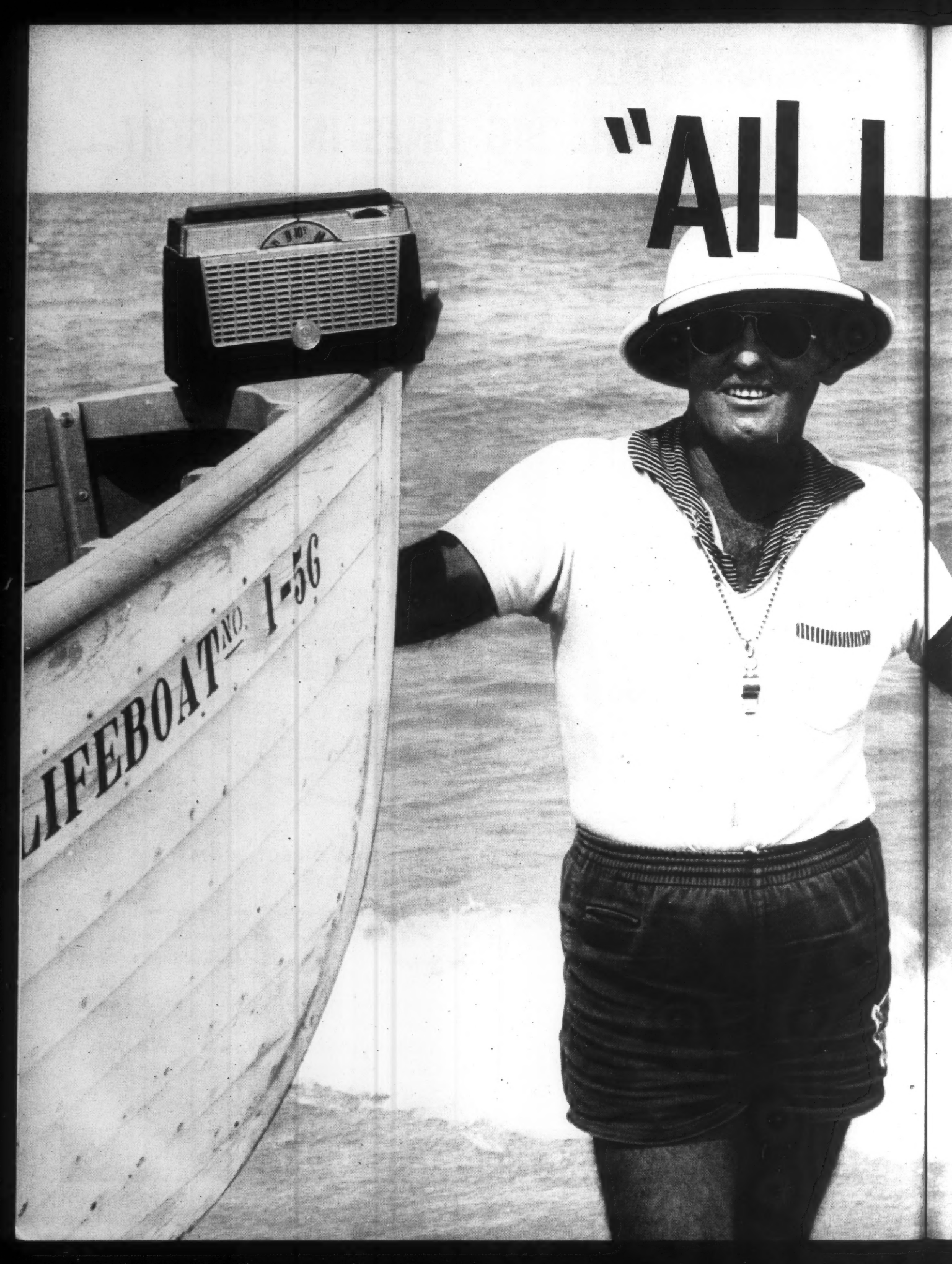
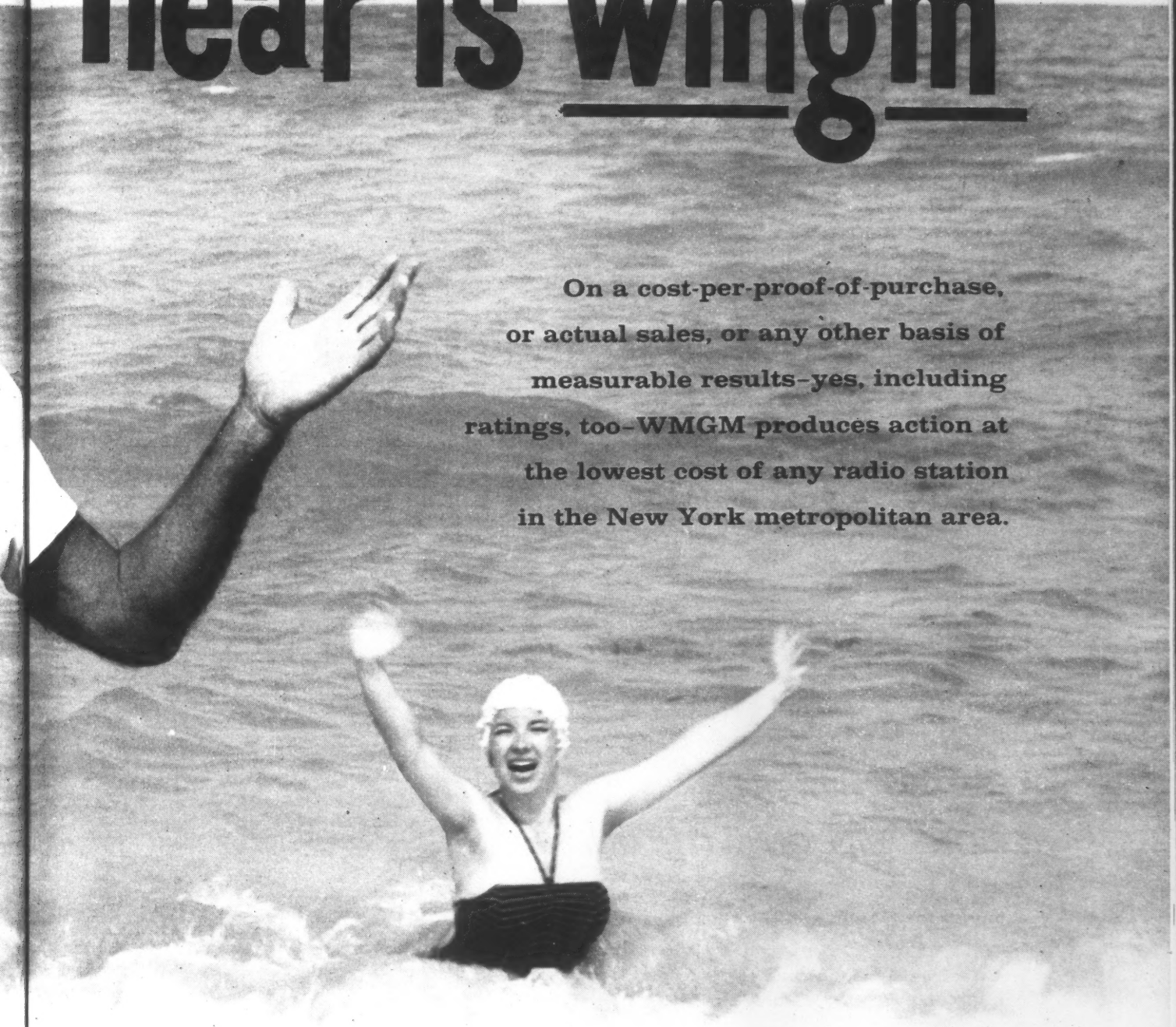

"All I
LIFEBOAT NO. 1-56

# hear is wmgm"



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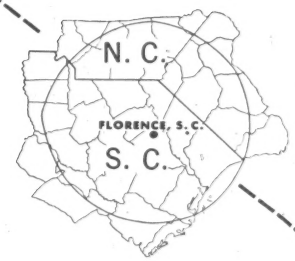


WBTW
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Channel 8 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 24 JUNE 16, 1958

# BUFFALO U'S FAILURE MAY SPUR FCC

## ● NBC, after bucking two v's, throws in towel for WBUF (TV)

## ● FCC, in urgent mood, tells staff to chart problems, solutions

The dilemma of tv allocations, never far in the background, was smack out front again last week.

It was in the open in Buffalo, N. Y., where NBC said it would have to fold its uhf WBUF (TV) for failure to keep up with the vhf competition, despite a $2 million investment and all the promotional and other forces the network could muster to back it.

It was behind closed doors in Washington, D. C., where the FCC told its staff to get down to business analyzing (1) the current quandary and (2) the various suggestions on how to get out of it.

In inverse order, here's what happened:

THE FCC last week started a full-fledged reappraisal of its television allocations philosophy.

It took the first step to line up a broad base on which to judge the present tv service and the alternatives that have been suggested by ordering its staff to begin immediately a complete review of the technology, the social and the economic philosophy of tv allocations.

The move was given added urgency later in the week with the news that NBC was closing down its uhf station in Buffalo.

The exigency of the uhf-vhf problem was hammered home in a 90-minute private conference between FCC commissioners and top ABC executives who came to Washington last Thursday.

Staring the FCC in the face was the second call to appear before the Senate Commerce Committee to detail its actions on the allocations problem. The Commission is scheduled to appear June 26, the second time within as many months.

The Commission at its all-day allocations meeting Monday had two specific intramural proposals before it. One was by Comr. T. A. M. Craven, the other by Comr. Frederick W. Ford. It also had the ABC proposal submitted earlier this month [GOVERNMENT, June 9].

Comr. Craven's plan proposes a three-step program which would begin by establishing three comparable facilities in all major markets which do not now have them; extend this to the top 150 markets by the end of this year when the final report of the Television Allocations Study Organization has been completed, and on a long range basis (with a 7 to 10-year transition period) reallocate all tv into 25 vhf channels in the 174-324 mc band.

Comr. Ford's position, it is understood, is to push forward on a broad deintermixture front in order to make all intermixed markets either all vhf or all uhf. Mr. Ford did not spell out the specifics of his suggestion.

The ABC hierarchy met with FCC Chairman John C. Doerfer and all commissioners except Robert E. Lee, plus Broadcast Bureau chief Harold Cowgill and network study chief Warren Baum.

Representing ABC were Leonard H. Goldenson, president; Oliver Treyz, tv president; Alfred Beckman, tv stations relations vice president; Frank Marx, tv engineering vice president, and Robert H. Hinckley, Washington vice president.

The ABC officials pressed for adoption of that network's latest allocations plan, which suggests adding a third vhf channel in 14 top communities where there now are only two vhf outlets.

The third vhf channel could be added to the following cities through the use of lower mileage separations and/or directional antennas, ABC maintains: Louisville, Syracuse, Rochester (N. Y.), Providence, Jacksonville, Knoxville, Mobile-Pensacola, Birmingham, Grand Rapids-Kalamazoo, Oklahoma City, Shreveport, Greensboro-Winston-Salem-High Point, Wheeling-Steubenville and Toledo.

Principals in the hastily-arranged conference (the appointment was made Monday) refused to comment.

It was understood that the bulk of the meeting dealt with ABC's clearance problems in communities where the network shares affiliation with other networks, or where it has a uhf station as an affiliate.

The Buffalo situation was brought into the conversation as an example of the virtual impossibility of even a network-owned uhf station competing equally with two vhf stations.

The Commission did not commit itself in the discussion with ABC, it was learned.

The Commission directed the staff to draw up a basic foundation of existing tv patterns and overlay this with problems and proposed solutions.

No specific approach was directed.

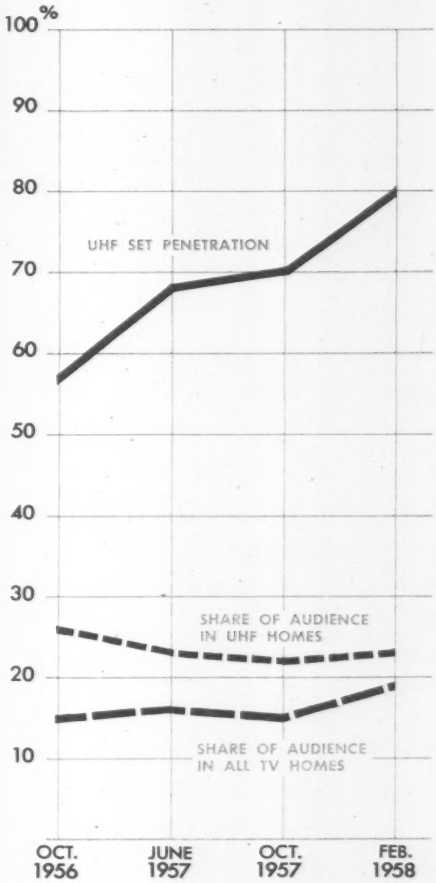
One request was to draw up a list of all intermixed markets and to show what other vhf signals are entering from outside tv stations. Another suggestion was that the staff show how the deletion of a vhf channel or channels would leave viewers now being served, and whether they would lose service completely or receive an inferior signal.

The staff was also instructed to use the various plans that have been submitted as a guide in developing alternatives on community, regional and national bases.

It also was told to consider such technical developments as precision offset, cir-

## Disillusioning curves

*[This chart portrays the hard facts of life of NBC's Buffalo uhf try. Despite boosting set conversion to 80%, the share-of-audience curves remained depressingly low. The full story is on page 32-33.*



cular polarization, directional antennas and reduced mileage separations.

Some thought is being given, it is understood, to the establishment of an FCC task force to attack the extensive task.

Although the staff was not given a deadline for submission of this material, it's understood the Commission indicated it would like to see the bulk of the study in three or four months.

It is felt, that the TASO report can be integrated into the FCC study whenever it is submitted. The TASO report on propagation factors plus information on potential developments in equipment is scheduled to be completed by the end of this year. TASO has just contracted with the U. of Texas to complete the analysis of its data (see page 80).

# Uhf no go against multiple v's—NBC

Uhf reached a new crossroads last week.

NBC was instrumental in putting it there by announcing plans to abandon its uhf station in Buffalo, ch. 17 WBUF (TV). The reason: Despite years of trying and a $2 million investment in plant and promotion, NBC could see no chance that WBUF would be a successful operation even five years from now. Aside from the $2 million investment, WBUF's operating losses were reported unofficially to total at least $1 million to date.

Observers felt this action, probably more than any other to date, dramatized the problems of uhf operators faced with vhf competition, and should spur FCC into definitive action on allocations. Whether it brightened the chances of the pending plan for reallocating all television into a mostly new 25-channel vhf band, suggested by FCC Comr. T. A. M. Craven as a starting point for FCC discussion [LEAD STORY, June 2], appeared moot.

NBC was hopeful its move would help rather than hurt uhf. Officials stressed that their belief that a uhf station could not compete against multiple v's should not be stretched to imply that uhf cannot compete in any circumstances. They hoped their failure in Buffalo would point up to FCC the need for "selective deintermixture" to avoid further repetitions of the many instances in which u's have succumbed to multiple v's. They felt that in any event continuing to carry the station at a loss could contribute nothing to the overall welfare of uhf.

They also announced that NBC is investigating other markets with an eye toward acquiring another u—but under more favorable competitive conditions.

They also said they would not have decided to drop WBUF if they could have seen a reasonable chance of getting into the black in one, two or even three years.

The WBUF closure is set for Oct. 1, and on that date NBC will affiliate with WGR-TV Buffalo. WGR-TV, on ch. 2, currently is affiliated with ABC-TV, and David C. Moore, president of Transcontinent Television Corp., owner of WGR-TV, said his station would continue to carry ABC programs to the extent of approximately 50% —perhaps a little more—of its prime nighttime schedule if a third vhf station were not moved into Buffalo and put on the air by Oct. 1.

Mr. Moore said that although he was pleased to re-affiliate with NBC, WGR-TV's relationship with ABC had been "happy" and that he was glad to cooperate and continue to carry a substantial proportion of ABC shows until ABC could get a full-time outlet, assuming this occurred within a "reasonable" length of time.

[The "reasonable time" presumably would depend on how soon the FCC grants Buffalo's now-unoccupied ch. 7. There are three applicants: Great Lakes Tv Inc., Greater Erie Broadcasting Co. and WKBW-TV Inc. Great Lakes was favored in an initial decision issued by Hearing Examiner Gifford Irion in 1956, and again in 1957 when the case was remanded to the hearing examiner for further hearing. The contest was remanded for further testimony and the hearing was closed last February and reopened briefly in April. A third initial decision again favoring Great Lakes was issued last month.

The first remand was concerned with the financial qualifications of WKBW-TV Inc. The examiner found that it was qualified. The second remand involved differences in coverage among the proposals, but this was clarified when amendments were permitted to equalize all the applications.

Great Lakes is a combination of the *Buffalo Courier-Express,* WKAL-WKTV (TV) Utica, N. Y. (Kallett Theatres), and WPIT Inc. (Berkaman-Laux) interests. Greater Erie is WWOL Buffalo, and WKBW-TV Inc. is WKBW Buffalo.]

The first question in many minds when NBC made known its decision to darken WBUF was what, if anything, this might mean in relationship to NBC's ownership of uhf WNBC (TV) New Britain, Conn. (ch. 30), and CBS-TV's ownership of uhf stations in Milwaukee (WXIX, ch. 19) and Hartford, Conn. (WHCT, ch. 18). None of these u's has been overwhelmingly successful.

NBC officials pointed out, however, that their New Britain-Hartford situation is different in that there are two u's (WNBC and WHCT) in competition with a single local v (WTIC-TV Hartford), plus one v in nearby New Haven (WNHC-TV). They said they naturally were "watching the situation closely," as they do with all owned stations, but that WNBC was "doing very well," making "a very small profit" and running not too far behind the national average in ratings. They thought it was not a "good" situation but hoped it would remain a "livable" one.

They denied reports that they had a "stand-by" affiliation agreement with WTIC-TV.

CBS officials reacted cautiously, but said they had no present plans to dispose of either WXIX or WHCT. It is understood that WXIX is slightly on the profit side. Without confirming this report, CBS-TV officials said WHCT is "doing even better than Milwaukee."

In announcing NBC's decision to drop WBUF and re-affiliate WGR-TV, Harry Bannister, network vice president for station relations, described the situation thus:

"NBC's experience in Buffalo demonstrates that this uhf station cannot compete effectively against multiple vhf stations in the same market, and its situation will worsen when the third vhf station assigned to Buffalo comes on the air.

"The company has devoted maximum efforts and resources to develop a productive uhf service in Buffalo. Nevertheless the station is not succeeding, either competitively, financially or as a service to the public and the advertisers.

"NBC is investigating various other markets looking toward the possible acquisition and operation of a uhf station where the competitive handicaps are not so extreme and where there may be a reasonable expectation of an effective operation."

David C. Adams, NBC executive vice president for corporate relations, visited FCC last Tuesday to break the news and explain the network's reason before the decision was made public. He was armed with extensive facts and figures compiled under the direction of Hugh M. Beville Jr., planning and research vice president.

NBC officials made clear that they had done their best to develop WBUF. Their efforts included building a new studio plant, boosting power to a megawatt, raising tower height, improving programming and conducting a continuing promotion campaign.

The net result was to boost set conversions to 80%—but with little progress in share of audience. WBUF's share of audience in all tv homes went from 15% to 19% between October 1956 and February 1958, while the two Buffalo v's are understood to have approximately 40% each. In uhf homes WBUF's share dropped from 26% to 23% in the 16-month period, but total uhf homes had gone up from 57% to 80% of all tv homes during the same time.

As another indicator, NBC checked WBUF's ratings on key network programs against the national ratings for those programs. In 33 three-station basic markets, of which Buffalo is one, the average share is about 35%. WBUF, "by far the lowest" of all these 33, is 18.7. WNBC New Britain's, by comparison, is about 29.5.

Where *The Price Is Right* had a national rating of 32, its rating in Buffalo was 14. The *Fisher-Gobel Show* scored 30 nationally, 9 in Buffalo (for other examples, see opposite page).

NBC authorities attributed these differences to technical reasons. Among them: The heavy snows and high winds in Buffalo tend to disorient receiving antennas slightly, which hurts uhf but not vhf reception; deterioration of lead-ins has far more damaging effect on uhf pictures than on vhf; the oscillator tube in uhf sets may have a shorter life than other tubes and viewers who can continue to get vhf stations are less quick to replace it when it goes.

NBC officials emphasized that in their

view the Buffalo situation was "not unique." They singled out the Norfolk, Va., area as one "parallel example." There, they said, their uhf affiliate WVEC-TV (ch. 15), despite heavy promotion, had its share of audience cut from 16% in November 1955 to 7% in November 1957, when a second v, ch. 10 WAVY-TV in nearby Portsmouth, commenced operations. WAVY-TV, an ABC affiliate, had a 39% share, they reported. (Another vhf channel has been reassigned to this area and WVEC-TV is one of the applicants for it.)

There are approximately eight markets, aside from Buffalo, in which u's are up against multiple v's.

These include Hartford-New Haven-New Britain and the Norfolk-Portsmouth-Newport News-Hampton situations; Knoxville, Tenn. (ch. 26 WTVK vs. two v's, WATE-TV and WBIR-TV); Miami-Fort Lauderdale (ch. 17 WITV vs. three currently operating v's, WCKT, WPST, and WTVJ); Milwaukee (WXIX vs. three v's, WISN-TV, WITI-TV and WTMJ-TV); San Antonio (ch. 41 KCOR-TV vs. three v's, KENS-TV, KONO-TV and WOAI-TV); San Francisco-Oakland (ch. 32 KSAN-TV vs. four v's KGO-TV, KPIX, KRON-TV and KTVU), Tampa-St. Petersburg (ch. 38 WSUN-TV vs. two v's, WFLA-TV and WTVT).

Cities in which u's have gone dark in opposition to multiple vhf competition in their own or nearby markets include, since January 1957, Jacksonville; Miami; Pittsburgh; Portland, Ore.; Raleigh, N. C.; Sacramento, Calif., and Winston-Salem, N. C.

Present personnel at WBUF, NBC authorities reported, will be reassigned within the NBC organization insofar as possible on closing of the station. Charles C. Bevis Jr. is general manager.

NBC hopes it will find a customer for the WBUF physical facilities in the new ch. 7 management, when that case has been decided by FCC. There was speculation NBC might make the WBUF stand-by transmitter available for an educational tv operation in Buffalo, for which ch. 23 has been assigned to WTVE (TV).

NBC bought WBUF in March 1955 from Sherwin Grossman and Gary L. Cohen for $312,000. The station had commenced operations in August 1953. It went dark in February 1955 but resumed operations a month later coincident with the NBC purchase. The network took over the ownership in December 1955, and WBUF became a full-time NBC outlet in August 1956 when the network's contract with WGR-TV expired.

In announcing the re-affiliation of WGR-TV last week, effective Oct. 1, NBC's Bannister said it would mean resumption of "a relationship which in the past proved most beneficial to all interested parties—the public in the Buffalo area, the advertisers, the stations and the network."

Mr. Moore, said "all of us at WGR-TV are delighted to re-affiliate with NBC. We are confident that our station's vhf facilities will enable many more viewers in this area to receive NBC's excellent programs. WGR-TV was affiliated with NBC originally when it went on the air in August 1954. It will continue to carry selected ABC-TV programs until such time as the establishment of another vhf tv facility in the community."

## How seven shows suffered on uhf

The share-of-audience records on the seven NBC-TV shows portrayed below are cited by the network to show how a program which is popular nationally can be hurt when transmitted via uhf. The top bar in each case is the WBUF rating; the bottom is the national rating. All are ARB figures.

### WELLS FARGO DOWN 35%

WBUF 24%

NATIONAL 38%

### DINAH SHORE DOWN 58%

WBUF 13%

NATIONAL 32%

### TWENTY-ONE DOWN 58%

WBUF 11%

NATIONAL 27%

### PERRY COMO DOWN 36%

WBUF 29%

NATIONAL 46%

### PRICE IS RIGHT DOWN 58%

WBUF 14%

NATIONAL 32%

### FISHER-GOBEL DOWN 71%

WBUF 9%

NATIONAL 30%

### WAGON TRAIN DOWN 51%

WBUF 19%

NATIONAL 38%

# EVEN STIFFER TV COMPETITION NOT EXPECTED TO DETER RADIO

- **RAB 'Telurbia' study envisions status in 1960**
- **Two Long Island communities used for special project**

Advertisers and agencies will get a look this week at how radio may be doing in 1960, when tv competition will be even tougher than now.

It'll be growing even more rapidly than it did last year, if results of a special study conducted for Radio Advertising Bureau is any guide.

RAB wanted to know how well radio stacks up, from the audience point of view, against "the ultimate" in tv competition—in areas where television is most heavily entrenched and saturated. It picked Levittown and Wantagh, Long Island, for its testing ground.

In these two communities—which RAB dubbed "Telurbia"—tv set saturation is 90.1%, or some 6.8 points ahead of the national average and the proportion of children is high, which means—according to A. C. Nielsen Co. data cited by RAB—that time spent watching television also is above average. This "Telurbia" also is served by seven tv stations, the maximum.

The study was made for RAB by Fact-Finders Assoc., New York, which interviewed 775 housewives selected at random outside supermarkets in the two communities. Highlight findings as disclosed by RAB in a report being released today (Monday):

• More than half—400, or 51.6%—of the "Telurban" families reported they bought new radio sets last year. This, RAB estimated, is 68.6% more than the national average last year. Actually the bureau feels the difference is even greater, because the "national average" was computed on the assumption that each of the 15.4 million radio sets sold last year went into a different home—that no homes bought more than one.

• Nine out of ten of the sets bought in Telurbia were "extra sets" in homes that already had from one to six radios. Almost nine out of ten of them went into non-tv rooms (see illustration). Less than 9% were bought to replace existing sets; only 1% were "first" sets.

• The sets were not bought for lack of tv sets. More than 99% of the families who bought new radios are also television set owners.

• Nine out of ten families are listening to radio as much as or more than they did a year ago.

• The average price paid by Telurban families for new radios was $32.93 in the case of home sets and $70 for auto sets.

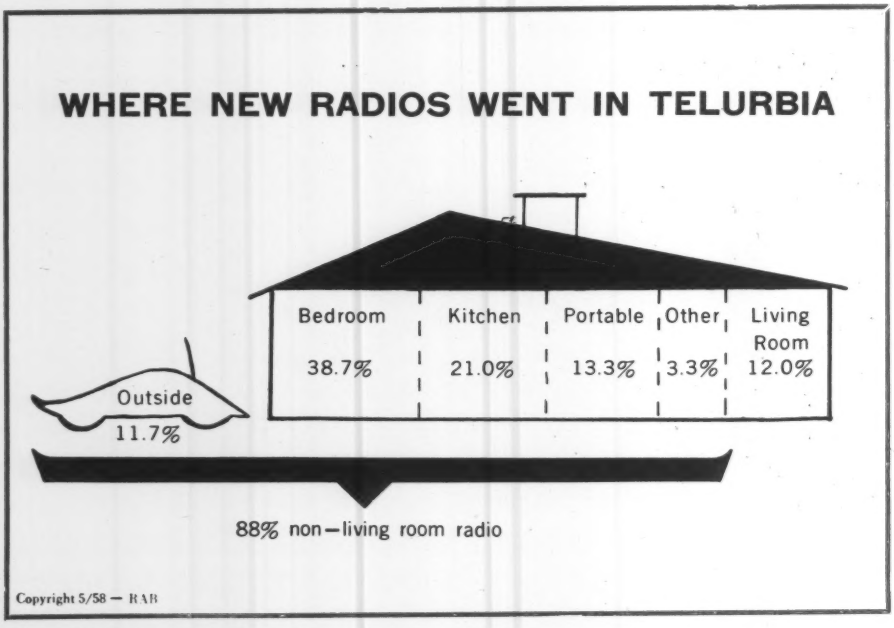
RAB Promotion Director Miles David said expenditures of this size are "the most powerful evidence possible of active, wide-awake listening interest in radio. You don't spend this kind of money for something you don't plan to use.

"And the Telurbia study shows these families already had radios—were buying additional sets because they wanted to have more places in which radio listening could be accessible to them. Only 1% were buying their first radio—newlyweds, we imagine."

The report estimates that tv saturation in Telurbia is about a year and a half to two years ahead of that nationally, based on tv's recent growth rates. Thus RAB feels radio activity in this area should be "a good index to what radio trends will be when the rest of the U. S. catches up."

The report does not undertake to ascribe causes for the increased radio set buying in Telurbia as compared to the national average, except to point out that Telurbians obviously want, through additional sets, to have radio available to them in more places.

Brochures based on the report, titled "Radio in Telurbia," will be distributed to advertisers and agencies, as well as to RAB members, starting this week.




## Lever Calls on Spot Tv To Bolster Stripe Drive

Spot tv now has been brought into Lever Bros.' six-month-old drive to capture a greater share of toothpaste sales.

The marketing-advertising on behalf of Lever's newest toothpaste entry, Stripe (it's striped pink and white, has a spearmint flavor), is being handled by the company's Pepsodent Div., an old hand at both toothpaste selling and advertising with spot television.

Although Lever and its agency for Stripe, J. Walter Thompson, New York, would not reveal full details on how many spots are being run nor in how many markets, a spokesman for the company noted it was a "good schedule." Another executive close to the spot campaign described it as "substantial." It is known that the schedule (minute and 20-second spots) is being run in markets where the toothpaste now is being introduced (currently about half the U. S., according to a rough estimate). Generally, the spots have been placed starting this month and availabilities ordered through September.

Originally, Stripe followed a pattern last fall of breaking into initial markets with print media only, although two cities were used as test spot tv markets as early as last December [BUSINESS BRIEFLY, Dec. 30, 1957]. The toothpaste contains hexachlorophene, claimed as a bacteria killer. Copy theme: Stripe gives the benefits of a mouthwash and a toothpaste, combats bad breath and tooth decay.

By mid-January of this year [ADVERTISERS & AGENCIES, Jan. 29], Stripe, still allocating its budget in newspapers, moved the product's distribution and advertising into metropolitan New York, parts of Illinois (including Chicago) and Wisconsin. As of this month, the Stripe introduction has fanned out to about half the country's selling areas, according to Lever.

A report that Stripe might be moved into the high-budgeted Jackie Gleason vehicle being prepared on an alternate week sponsorship basis for Lever and Pharmaceuticals for next fall on CBS-TV was shrugged off by Lever as premature. No Lever products have been set for the show [ADVERTISERS & AGENCIES, June 9].

The Pepsodent Div. broke into spot tv on behalf of Pepsodent toothpaste in a big way a few months ago [ADVERTISERS &

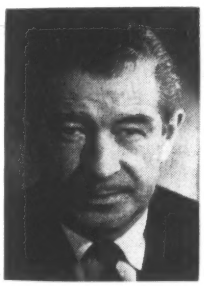
AGENCIES, March 3] installing tonnage use of spot tv (saturation buys averaging 50 ID's per week in about 50 markets). The Pepsodent schedule now varies from 50 to 75 markets. Agency is Foote, Cone & Belding, New York.

Lever readily admits that Stripe will compete with Pepsodent. Both have the same price level. But Lever is banking on Stripe being treated as a product different from Pepsodent in its appeal to the consumer. Stripe is seen as Lever's added "plus" in the toothpaste market. (Pepsodent ranks No. 3. Colgate-Palmolive's Colgate is first, Procter & Gamble's Gleem ranks second and Bristol-Myer's Ipana is fourth.)

Estimated figures of Lever's tv investments indicate the company is moving up in the spot tv column at a rapid rate. In the first quarter of this year it invested some $5 million in network tv (ranking No. 5, according to Television Bureau of Advertising) and another $3.5 million in spot tv (placing it No. 2 on TvB's spot listing). Last year, Lever was fifth in network tv with $16.2 million-plus and seventh in spot tv with over $7.6 million.

### Newman Exits Kudner for MJ&A

Paul Newman, former Kudner Agency executive, has joined MacManus, John & Adams, Bloomfield Hills, Mich., and New York, becoming the second high-echelon Kudner veteran to go to MJ&A. Mr. Newman, an executive vice president and executive art director at Kudner, becomes senior vice president and director of creative services at MJ&A. He left Kudner shortly after that agency lost the Buick account to McCann-Erickson. While at Kudner he was active on the GM institutional, GM Truck & Coach, Fisher Body and Frigidaire accounts. MJ&A services GM institutional (television), Pontiac, Cadillac and the imported Vauxhall accounts. Mr. Newman was preceded a fortnight ago by Vincent F. Aiello, former Kudner executive president and copy chief, who joined MJ&A as senior vice president and director of creative planning.



MR. NEWMAN

### MPAA's Radio Drive Stalls

Motion Picture Assn. of America, slated to kick off a nationwide radio spot drive July 1 to build theatre attendance, has been forced to postpone "indefinitely" its target date due to lack of funds with which to order availabilities. Officials at MPAA's advertising agency, Donahue & Coe, N. Y., pointed out last week that the fate of the radio part of the campaign would be decided at a meeting of exhibitors and distributors slated for "later in July." These film sales and booking agents had pledged a specified amount of cash (initially $300,000 for all media out of a planned budget of $2.3 million) but many of them have not been fulfilled.

# ADVERTISING'S ROLE IN ECONOMY SCRUTINIZED BY AFA IN DALLAS

- **Kerr urges increased activity on legislative front**
- **Ebel says integrity can defeat criticism of admen**

Nearly a thousand of the Advertising Federation of America's 30,000 membership met in Dallas, Tex., last week to assess advertising's place in the current economy and plot strategy for the legislative-regulatory battleground. The Dallas meeting was the AFA's 54th annual convention.

Delegates returned the AFA's top echelon to office and elected a new corps of vice presidents. They also witnessed presentation of the annual club achievement awards to 25 advertising clubs and the Advertising Woman of the Year title bestowed on Margot Sherman, McCann-Erickson vice president [AWARDS, July 9]. Two deceased advertising pioneers were give places in the AFA Hall of Fame. Honored were Albert D. Lasker, president of Lord & Thomas agency (now Foote, Cone & Belding), who died in 1952, and Orlando Harn, founding member of the Audit Bureau of Circulations, who died in 1955.

Federation member organizations all over world were represented in Dallas.

The Sunday-Wednesday meeting introduced the AFA theme for the coming year, "Look up . . . think up . . . through advertising." Ad men and women dealt not only with current issues but with advertising's long-range future as well. A large part of one day was given to advertising education, discussed in committee reports and speeches by university educators. A 17-year-old student, Cynthia Smith of Miami, Fla., was awarded a $500 national prize for her winning essay on "What Advertising Means to Me."

At Sunday's opening session, C. James Proud, president and general manager of the federation, said advertising tax threats during the past year inspired the formation of new advertising clubs everywhere. He reported AFA clubs totaled 123, in addition to 16 national-affiliated organizations and 1,000 company members.

Getting down to topical business on Monday, the AFA was advised by U. S. Sen. Robert S. Kerr (D-Okla.), to make politics more and more a part of its business—"in fact, every business." "Unless you do more in the future than you have in the past," the legislator warned, "you might wind up with less and less representation and more and more taxation." Sen. Kerr challenged, "You can stay out of politics, if you want to, but you can't keep politics out of your business, no matter what you do. Therefore, one of your most important jobs in the future is to make your influence felt in politics. And who is better equipped or more able to do this than you?"

At the outset of his speech, Sen. Kerr greeted the 700 luncheers by paying tribute to admen's accomplishments "for Hadacol, corn plasters and sodium acetylsalicylate acid—both before and after it was Bufferined." "But," he added, "the most amazing promotion by any group in 50 years is what the Madison Avenue boys have done since '52 down at the White House."

James S. Fish, vice president and advertising director of General Mills, Minneapolis, presided at the Monday luncheon.

Strategists on the "Advertising Battleground" session Monday afternoon were Edwin W. Ebel, vice president of General Foods Corp.; Harry A. Babcock, executive director of the Federal Trade Commission; Whitman Hobbs, BBDO vice president; Geoffrey Baker, vice president, Ralston Div., Ralston-Purina Co., and others. AFA General Counsel John Dwight Sullivan dealt with attacks and taxes on advertising at all government levels.

Mr. Ebel, referring to advertising as pictured in popular books, asked, "Is our skin getting too thin?" He urged admen in their zealousness to answer attacks on the profession not to overlook "what advertising may be doing to itself." "Are we doing things which lessen public confidence in advertising—or are we doing all we can to build public confidence, for as long as there is public confidence in advertising, it will be difficult for its adversaries to make their criticism stick," Mr. Ebel counseled.

Advertising must keep the public's confidence by keeping messages believable, he said, deploring use of the "super-superlative," "weasel words" and asterisks referring to "the qualifying phrase in wee little cootie type."

#### Slaps at False Advertising

Director Babcock of the FTC called for AFA support in eliminating fictitious pricing and bait advertising. He commended the AFA for the "brains, energy and capacity" behind its project to cooperate with the government for honesty in advertising.

Whitman Hobbs, BBDO vice president, called for an end to advertising "blandness" and for advertising "to shake people up and make them buy."

Ralston's Mr. Baker told how a "small advertiser with big ideas" can make sales headway in a competitive field. Ralston's four-point "Operation Bootstrap" for its cereals through Guild, Bascom & Bonfigli agency entailed (1) use of nighttime television (an area shunned by other cereals) to reach adults, (2) a respectful approach to the customer, (3) persistence with a successful formula and (4) public service. Gardner Adv. was credited by Mr. Baker with help in achieving Purina Dog Chow sales success.

AFA General Counsel Sullivan, referring to federal billboard legislation, condemned efforts to coerce state and individuals through federal grants. He also touched on the federal tax situation and local advertising taxes, concluding, "I think it timely to suggest that leaders of the industry join with AFA in devoting some hard thought and

hard work to the business of selling advertising itself to the public and to government.

Formation of the American Academy of Advertising "to advance professional interest in advertising education" was made public Tuesday. AFA Chairman Ralph M. Feemster, executive committee chairman of the *Wall Street Journal*, emphasized advertising's educational challenge, saying, "The nation's greatest need for the future is not to make more but to market more." The new Advertising Educational Foundation will work through the AFA to raise funds for education programs, it was announced.

Philadelphia financier Alfred M. Greenfield sounded another challenge in a call for a large-scale urban redevelopment program. He asked advertising help in coping with what he believes is the most crucial economic problem of the coming decade and recommended that President Eisenhower create a cabinet-status office for metropolitan renewal problems.

Radio and television emerged at the final day's AFA sessions as the media best able to weather a recession. Kevin B. Sweeney, president of Radio Advertising Bureau, predicted a 5-7% volume increase for radio this year, saying, "We think the recession is helping radio." Mr. Sweeney took the occasion to announce a series of monthly RAB awards to regional advertisers for radio commercials.

President Norman E. Cash of the Television Bureau of Advertising told of a paradoxical situation of revenue increased this year but spread more thinly because of more tv stations and longer broadcasting hours.

Robert L. Moore, vice president of the Bureau of Advertising of the American Newspaper Assn. and Robert Kenyon, president of the Magazine Publishers Assn., both reported reduced advertising volume, blaming it on automobile cutbacks.

In a panel session, "The Boss Looks at His Advertising Program," Don G. Mitchell, president of Sylvania Electric Products, cautioned against cutting budgets and said his firm is holding the line on advertising and promotion. "The company that crawls into a corner these days may never get out of it," Mr. Mitchell warned. An advertiser should increase expenditures as long as gross income attributable to advertising exceeds the cost of the advertising, he advised.

Donald C. Power, president of General Telephone Corp., recommended that top management "take a practical and intimate interest in the company's advertising."

Effects of the recession on advertising were noted by AFA President Proud, who called attention to increasing use of a hard-sell approach, and James S. Fish, General Mills vice president and advertising director, who said his firm is stressing the economy angle in copy.

AFA officers re-elected were Mr. Feemster, chairman of the board of directors; Mr. Fish, vice chairman, and Mr. Proud, president and general manager.

David H. Kutner, merchandising manager, Motorola Inc., Chicago, was elected treasurer, and Ruth M. Volckmann, office manager, Sawyer, Ferguson, Walker Co., New York, was named secretary.

Nine executives were elected to AFA's board of directors. Incumbents re-elected to two-year terms are Mary E. Busch, executive vice president, Emery Advertising Corp., Baltimore; Robert M. Gray, manager, advertising and sales promotion, Esso Standard Oil Co., New York; Joseph E. Hobbins, advertising manager, The Anaconda Co., New York, and Mr. Kutner, treasurer.

Newly-elected directors are Thomas D'Arcy Brophy, former chairman, Kenyon & Eckhardt Inc., New York; Mr. Ebel of General Foods; Worth Kramer, vice president and general manager, WJR Detroit; Walter D. Scott, vice president in charge of television sales, New York; and J. C. Williams, senior vice president, Fuller & Smith & Ross Inc.

# TRIPLE-SPOTTING CLEARS TV CODE

Triple-spotting within terms of the NAB Television Code was reaffirmed last week by the association's Television Code Review Board in the face of formal criticism by the Assn. of National Advertisers [LEAD STORY, May 26] and informal objections by some advertising agencies.

The code board, through Chairman Roger W. Clipp, Triangle Stations, said the code staff "was constantly alert through its monitoring activities to seek out and correct any instances of chipping away at the opening or closing of programs."

This "chipping away" statement apparently was based on ANA statements and an observation by Lee N. Rich, Benton & Bowles vice president-media director, that some broadcasters are crowding "50 seconds of commercial time between network tv programs when only 30 seconds are allocated for local sale" [ADVERTISERS & AGENCIES, May 26].

The NAB Tv Code (Par. 6) states, "More than two back-to-back announcements plus the conventional sponsored 10-second station ID are not acceptable between programs or within the framework of a single program. Announcements scheduled between programs shall not interrupt a preceding or following program." The board felt this language "provides adequately and clearly against this violation."

The Code Board reviewed the whole question of multiple-spotting, including published articles purporting to show that advertisers and agencies have selected Denver, Colo., as a test tv blackout city in an effort to frighten the television industry away from this practice.

Several New York agencies are understood to be writing a triple-spotting ban in some of their spot contracts [CLOSED CIRCUIT, May 26].

Hugh B. Terry, president-general manager, and Jack Tipton, station manager-sales director of KLZ-TV Denver, told BROADCASTING they are not aware of any agency television blackout in Denver.

"We have had no major change in our advertising schedules," Mr. Tipton said. "We have lost only one spot schedule in which multiple-spotting could have been a factor. KLZ-TV operates within the limits of the NAB Tv Code."

Mr. Rich, as an active opponent of triple-spotting, told the Pennsylvania Assn. of Broadcasters May 21 his agency considers triple-spotting "unethical during prime tv hours." He said he fails to see "any justification in this procedure."

He contended consecutive spotting affects not only the community and advertiser but the stations as well because "viewers and listeners drift away and ultimately so will the advertiser."

ANA issued a report May 26 making known its belief that triple-spotting is no longer acceptable. It claimed a survey of ANA members showed that an important segment of advertisers "are victims of the triple-spotting abuse in television." George Abrams of Revlon, chairman of ANA's Radio-Tv Committee, said the big complaint was that "network advertisers get less time than they pay for when stations triple-spot, since multiple announcements eat into network program time."

NAB's Tv Code Board will report on its triple-spotting discussion when the association's Television Board meets Wednesday in Washington. Members of the code group, besides Chairman Clipp, are Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio; Donald H. McGannon, Westinghouse Broadcasting Co., New York, and E. K. Hartenbower, KCMO-TV Kansas City.

NAB staff members who took part in the Monday-Tuesday code meeting were President Harold E. Fellows; Thad H. Brown, tv vice president; Edward H. Bronson, tv code affairs director; Douglas Anello, chief attorney; Don Martin, public relations assistant to the president; Robert K. Richards, NAB consultant, and Charles S. Cady, assistant to Mr. Bronson.

## 'Big Brother' Check Offered On Market Research Interviews

Enter Big Brother in the field of market research.

Marketing Impact Research Inc., New York, has been circulating a letter among research directors of advertisers and agencies and to agency presidents detailing its "third party" method of validating interviews, or "at last—a real safeguard against interviewer cheating."

MIR, in existence for about a year and numbering several agencies, advertisers and magazines among its clientele, explains its system this way:

"Third party validation makes use of the thousands of Western Union offices spread throughout the nation. When interviews are completed and submitted to our office, we immediately compile a roster of persons interviewed. These are grouped by interviewer and presented to Western Union for direct telephone verification by the Western Union operators in each local community.

"Western Union systematically contacts each name provided to determine whether

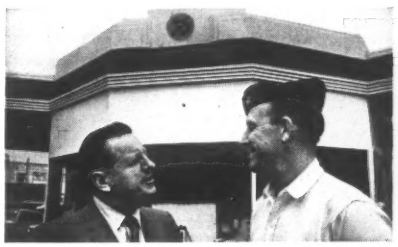
# Ben Alexander

**Officer Frank Smith tells how to go into business for yourself**

"People who know me as Officer Frank Smith on *Dragnet* are always surprised to discover I'm a businessman as well as an actor.

"My 'business career' started back in 1945. I had been a radio announcer in Hollywood for years before the war. But when I got out of the Navy, the only outfit that would give me my old job back was Union Oil. I was rehired to announce their *Point Sublime* radio show.

"In April of 1946 I bought a Union Oil station. It did so well I bought another in October. I ended up with four of them.



BEN AND DON MYERS, STATION MGR.

"Then I branched out into the motel business and bought my place at Franklin and Cahuenga in Hollywood.

"The next step was my car agency in Highland Park. I opened another in Upland, and right now I'm dickering for the third one in Redondo Beach.

"I've always made it a point never to go into a business until I had learned it thoroughly. At the service stations, I worked right along with the boys. I can lube a car or wash a windshield with the best of them.

"My wife and I made the beds and scrubbed down the bathrooms for a long time before we hired a manager for the motel. At my car agencies, I'm on the floor with the other salesmen, but they get full commission on anything I sell.

"Sometimes people ask me why I bother with all the additional work when I'm doing well in television.

"CREATING JOBS GIVES ME MORE SATISFACTION THAN ACTING."

"Maybe acting isn't enough. Or maybe it's simply that creating jobs for other people gives me more satisfaction than any part I've ever played."

* * * *

Ben Alexander could have left his money in the bank, or buried it in his back yard. Instead, he invested it at his own risk and created jobs for 135 people.

As long as people who can save money have the incentive to put it back to work, our economy will prosper.

That incentive is profit. It creates thousands of new businesses in this country every year. It is the backbone of the American economy.

YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Center, Los Angeles 17, Calif.*

BEN TAKES DELIVERY ON A TRAILER-FULL OF CARS AT HIS DEALERSHIP.

## Union Oil Company OF CALIFORNIA 76

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

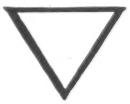
# as basic as the alphabet

**EGYPTIAN**

Long before an alphabet was created, the Egyptians used a picture-sign like this as the symbol for *door*.

**PHOENICIAN**

Leading merchants of the Mediterranean, the Phoenicians converted the Egyptian sign into a triangle representing the first sound in *daleth* (door).



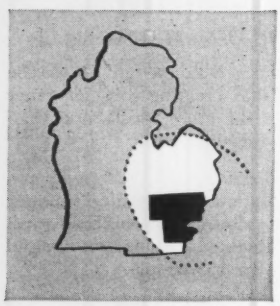
**GREEK**

Later, the Greeks turned the letter upside down, called it *delta*, and used the name to describe the spreading mouth of a river.

**ROMAN**

From an early variant of the Greek *delta*, the Romans reshaped the letter to form the modern D we use today.

*Historical data by*
*Dr. Donald J. Lloyd, Wayne State University*



**Dollars and people are concentrated here**

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

**Dealers are pleased** when you place radio advertising on WWJ. They know that WWJ moves merchandise—that the station represents modern radio at its best in the Detroit Southeastern Michigan market.

**Start your radio campaign here** — with the WWJ Melody Parade, the WWJ features originating at Northland and Eastland Shopping Centers, the popular WWJ Highway Holiday programs—with salesminded personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand. It's the *basic* thing to do!

**WWJ** AM and FM **RADIO**

WORLD'S FIRST RADIO STATION

*Owned and operated by* **The Detroit News**

NBC Affiliate

*National Representatives: Peters, Griffin, Woodward, Inc.*

or not the interview was conducted, and to obtain details which reveal adherence to the survey procedures and interviewer instructions."

Besides the checking service, MIR also conducts market surveys on its own. Among its projects: copy testing. Max Bonfeld, formerly a researcher for Dun & Bradstreet, is president. Richard Brehl, MIR vice president, was with the Bennett-Schaikin research firm.

### Emery Develops Questionnaire On Radio Audience Composition

Emery Advertising Corp., Baltimore, has developed an evaluation questionnaire to select radio stations for clients.

The form, mailed to all stations under consideration in a given market, is designed to reflect programming and music policies, news coverage and depth of promotion and merchandising service. Marshall Hawks, Emery radio-tv director, explained that the evaluation form will supplement ratings with information on audience composition of stations. "We are attempting to secure programming information so that we can temper statistical information with judgment in order to deliver the type audience our clients' products need," Mr. Hawks said.

The form also includes questions on commercial scheduling and number of accounts by product types.

### Sponsors Stick With 'Mouse Club'

Five pioneer advertisers, who have sponsored ABC-TV's *Mickey Mouse Club* since its inception in 1955, have renewed the program (Mon.-Wed.-Fri., 5:30-6 p.m.) for 1958-59. They are Bristol-Myers Co. (Ipana), N. Y., through Doherty, Clifford, Steers & Shenfield, N. Y.; General Mills Inc. (cereals), Minneapolis, through Dancer-Fitzgerald-Sample Inc., N. Y.; Mars Inc. (candies), Chicago, through Knox-Reeves Adv., Minneapolis; Mattel Inc. (toys), Los Angeles, through Carson-Roberts Inc., Los Angeles; Miles Labs, (Bactine and One-a-Day vitamins), Elkhart, Ind., through Geoffrey Wade Adv., Chicago. Two current sponsors who have renewed *Mickey Mouse Club* for 1957-58 are the Gold Seal Co. (Glass Wax and stencils), Bismarck, N. D., through Campbell-Mithun, Minneapolis, and General Foods (Baker's products), White Plains, N. Y., through Young & Rubicam, N. Y.

### Terrill Heads C-M in Chicago

Election of Lee Terrill as executive vice president and manager of the Chicago office of Campbell-Mithun Inc. was announced last week by Ray O. Mithun, president and board chairman of the Minneapolis-based agency. Mr. Terrill, who joined the Chicago office May 23, has been with Campbell-Mithun since 1947 and had been administrative vice president in Minneapolis. The appointment was made following the resignation of G. Bowman Kreer, effective July 1, who served as co-manager with Phelps Johnston until last May. Mr. Johnston resigned that post with Mr. Terrill's arrival and continues as vice president, director, account supervisor and head of all creative services.

## PM'S $5 MILLION MOVES TO BURNETT

Leo Burnett Co., Chicago, last week was within fingertip's reach of the $100 million billing mark as a result of the reassignment by Philip Morris Co., New York, of the Philip Morris (regular and king-size) cigarette account from N. W. Ayer & Son to Burnett. The Philadelphia-based agency will lose PM—currently billing an estimated $5 million—"sometime this fall."

Although Philip Morris preferred to leave the impending move unexplained beyond noting that it seeks "consolidation" of cigarette advertising, the switch—long rumored—has led to speculation that Burnett may apply the same aggressive creativity that it has shown in radio-tv on behalf of Marlboro. The Chicago agency has been servicing this leading filter brand as well as corporate PM advertising since 1955.

Once a broadcasting heavyweight in terms of allocations, Philip Morris has been out of radio-tv since early spring, the chief reason being its declining sales. The PM brand dropped from 5th place in 1955 to 7th in 1956 to 9th last year, since '55 has seen sales slip 29%. The regular-sized PM dropped from 29 billion cigarettes in 1948 to 10 billion in 1957; king-size, introduced in 1953, from 8.5 billion to 5 billion. Its most recent tv venture, sponsorship of *The Milke Wallace Interview* on ABC-TV, was curtailed quietly to make way for PM's Parliament brand, which moved into the then Saturday, 10-10:30 p.m. timeslot.

While it's almost a certainty that Burnett intends to give PM brand a new "image"—possibly through applying the same motivational research techniques that "changed the sex" of Marlboros, once a woman's favorite—the agency would not be pinned down as to broadcast plans. Its executives pleaded, "Give us time to draw up a battle plan . . ."

While Philip Morris seeks consolidation of brand advertising for its two top items—much along the lines of P. Lorillard's switch last year from Young & Rubicam to Lennen & Newell—it intends to let the other brands stay where they are. Benton & Bowles, which recently lost the $400,000 Benson & Hedges account to Doyle Dane Bernbach, keeps the $3 million Parliament account; Ogilvy, Benson & Mather retains the $1.5 million Spud (mentholated) cigarette account. Philip Morris employs no agencies for its luxury-priced Philip Morris English Ovals and the Dunhill brand (made specifically in the U.S. for Alfred Dunhill of London Inc.). Nor are changes planned for the miscellaneous pipe tobacco advertising assignments. Overall PM advertising currently is estimated at $22.9 million (approximately $9 million in spot, considerably less in network).

### PREFERS REAL JUNGLE

What does Nairobi have that Madison Ave lacks? More than four months ago Stanley Hamer of Dancer-Fitzgerald-Sample took off for the Dark Continent on a trip he had earned as winner of the White Hunter contest conducted last year by KYA San Francisco. After completing the safari arranged for him by KYA, Mr. Hamer did not return to New York as expected but at last report was still happily sightseeing in Africa, with no mention of homecoming.

## ACTIVITY

### HOW PEOPLE SPEND THEIR TIME

There were 125,117,000 people in the U.S. over 12 years of age during the week June 1-7. This is how they spent their time.

| | | | |
|---|---|---|---|
| 64.0% | (80,200,000) spent | 1,409.8 million hours | WATCHING TELEVISION |
| 56.9% | (71,192,000) spent | 971.9 million hours | LISTENING TO RADIO |
| 81.3% | (101,759,000) spent | 398.7 million hours | READING NEWSPAPERS† |
| 31.7% | (39,662,000) spent | 185.7 million hours | READING MAGAZINES |
| 19.4% | (24,273,000) spent | 269.7 million hours | WATCHING MOVIES ON TV |
| 34.7% | (43,436,000) spent | 181.0 million hours | ATTENDING MOVIES* |

**These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.**

† Approximately 1.5 million of the decrease in individual newspaper readership is attributed to the Philadelphia newspaper strike.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

**SINDLINGER'S SET COUNT:** As of June 1, Sindlinger data shows: (1) 108,403,000 people over 12 years of age see tv (86.6% of the people in that age group); (2) 42,001,000 U. S. households with tv; (3) 46,268,000 tv sets in use in U. S.

## Headley-Reed Pitches Put Station in the Act

Headley-Reed Co., New York, station representative, decided about a year ago to add spice to its presentations by taking a part of a station's programming and commercial approach to the desks of agency media personnel.

Headley-Reed officials reasoned that conventional presentations, with their emphasis on station coverage and sundry market statistics, can be a deadly, albeit valuable, tool. They felt that a station's personality could be communicated more dramatically to timebuyers and media executives if the latter could see and hear excerpts of the programming and commercials carried on the stations that Headley-Reed represents. The outcome: a tape presentation for radio stations and a film presentation for tv outlets, believed to be a unique tool among station representatives.

The company invested in 10 portable tape recorders and nine tv film projectors for its seven offices. Selected stations were asked to supply tapes and film strips of programming and commercials.

During the past year, 14 of Headley-Reed's 36 radio and 5 of its 19 tv stations have been represented by the tape-film presentations. The results have been so satisfactory that the techniques will be employed for Headley-Reed's complete station roster, according to Jack Hardingham, sales vice president. He offers the following evaluation of the sales aide:

"By furnishing a wealth of data plus allowing the timebuyer to actually hear the station, we have increased sales in our pilot markets by over 61%. This increase is over and above the normal 27% for the industry as a whole.

"Buyer acceptance has been excellent. Comments have ranged from 'Why didn't this happen long ago?' to 'It's by far the most complete pitch we have seen to date.'

"The project has also built a closer working relationship between the rep and the station. In many instances the material compiled for national sales has been of valuable aid to the stations in their own local sales effort."

**THE PITCH:** *Barry Keit (l), radio salesman for Headley-Reed, New York, gives a tape presentation to James Clinton, media supervisor in Dancer-Fitzgerald-Sample's New York office. Object: L&M business for a Headley-Reed radio station.*

Headley-Reed, before launching its electronic sales tool, prepared a written sales presentation for each of its pilot markets,

## In-home demonstrations via television do sales job for gas-electric utility

There's magic in the way a modern electric range lets a housewife garden while she cooks with no worry that things will burn or boil over, according to one of the tv commercials in the new series completed for Pacific Gas & Electric Co.

And there's magic in the way tv demonstrations of modern appliances move them off dealers' shelves and into the homes of California viewers, according to PG&E and its agency, BBDO, San Francisco.

"Everyone connected with the appliance business knows that the most effective way of selling an appliance is to demonstrate it," Harry Burton, account group supervisor, told BROADCASTING. "Before the war, when manpower costs were less, many dealers and utilities actually sent squads of salesmen out into the field to ring doorbells and demonstrate. The Hoover vacuum cleaner salesman is a classic example.

"Lately, however, the cost of such demonstrations in homes is quite prohibitive. A good substitute is proving to be home demonstrations via television. Beginning in 1957, PG&E sponsored a half-hour weekly television show, *O. Henry Playhouse*, on eight stations in Northern and Central California. On these shows the company used commercials demonstrating appliances.

"It is always difficult to prove how a certain advertising program for a utility is reflected in precise sales figures," Mr. Burton noted. He cited a report of Northern California Electrical Bureau on sales of major appliances during the first nine months of last year, showing an 11.6% increase in sales of freezers for this area, opposed to a 7.7% decrease for the nation. The report also showed Northern California 3.9% ahead of the nation in refrigerator-freezer sales, 22.3% ahead in range sales and 36.1% in the sale of water heaters, and commented that "sales of appliances in the PG&E area were up, whereas sales nationally were down. The only major change in the company's advertising during this year was the new tv show." PG&E also makes "generous use" of newspapers, regional magazines, outdoor advertising and bill enclosures.

PG&E is a public utility. It does not sell appliances, just gas and electricity. Why then does it advertise appliances on tv? The answer, according to Mr. Burton, is that the company can do more business only by getting more customers or by getting its present customers to use more gas and electricity.

Gross-Krasne Inc., producer of *O. Henry Playhouse*, made the PG&E commercials last year and also those being used with a new syndicated film program, *Big Story*, sponsored by PG&E on the same stations in the same time slots. "The only reason we are changing from *O. Henry* is that Gross-Krasne decided not to make more than the first 39 shows," Mr. Burton explained.

The new commercials are shot against a neutral cyclorama and the appliances are placed in front with a minimum of props. The general effect is to make the appliance the star, almost floating in midair. Helen Parrish, attractive actress who gives the commercials, is also careful to let the appliance be the star.

The commercials were written by Mary Kenney; sets were designed by John Norall; Joel Goldfus handled production details; Ted Goetz was agency producer on the set. (Mr. Goetz is from BBDO's Hollywood office; the others are in the agency's San Francisco office.) All commercials were written and produced under the direct supervision of A. James McCollum, PG&E advertising manager.

Testifying to the sales appeal of the commercials is a letter Mr. McCollum sent last month to Gross-Krasne:

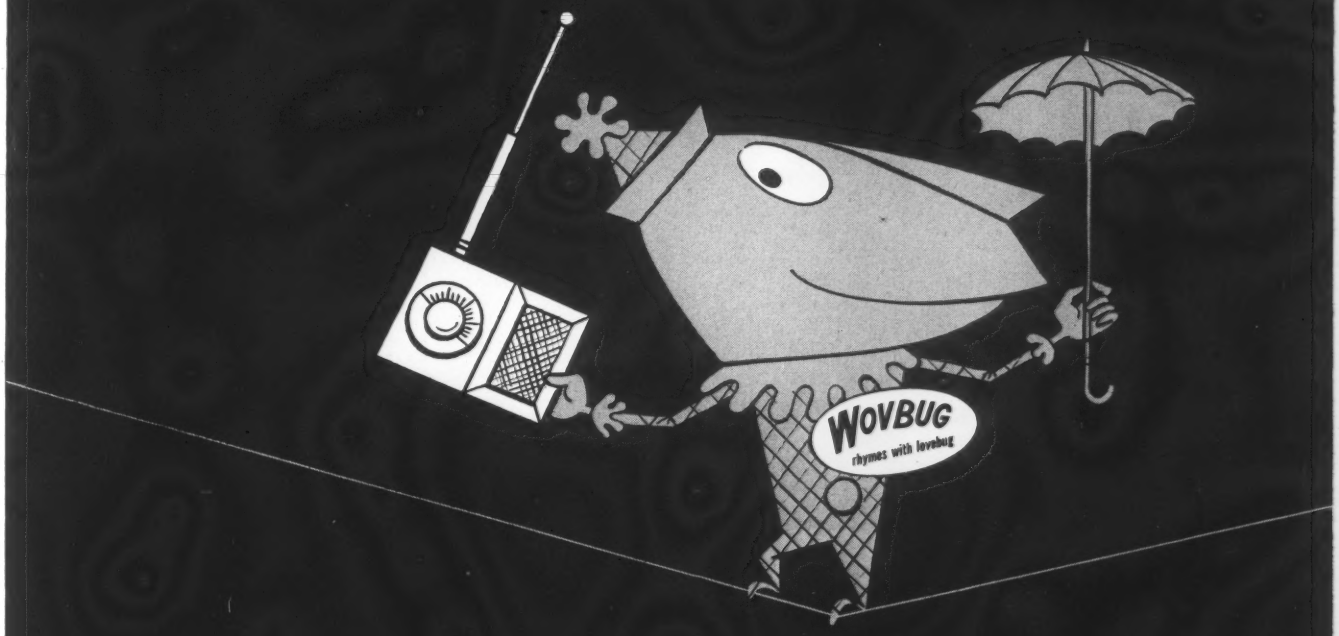
". . . we are eminently pleased with this year's batch of tv commercials. You will be interested in knowing that one of the . . . spots won the first award for tv sales advertising in the 1957 Public Utilities Advertising Assn. Better Copy contest. This means that it was adjudged the best of all commercials submitted by utility companies in this classification . . . and we all feel our new Helen Parrish commercials are better yet." The award, for one of G-K's 1957 commercials for PG&E, was made early in May in Pittsburgh.

As the largest gas and electric utility in the country, PG&E is "very much interested in the prosperity and progress of other utilities," Mr. Burton said. Accordingly, PG&E is making its tv commercials available to any other business-owned utility free of charge (except for actual print costs at G-K and the re-use payments required by Screen Actors Guild to Miss Parrish and other actors appearing on the commercials). Included among the commercials available is a safety spot which won first place last June in the Advertising Assn. of the West competition as the best commercial produced by a regional advertiser.

*in the Negro market, here's the key*
*for New York City and vicinity,*
*the real smart buy is*

# WOV
5000 Watts

*with the topmost Pulse-overwhelmingly!*




WOV's roots in the Negro community go back to the faraway days of Alan Courtney's "Understanding Through Music," and the establishment of the "WOV 1280 Club" seventeen years ago. These were pioneering programs with special meaning for the Negro segment of New York.

As its population and income level grew, the Negro family left its few traditional neighborhoods. Today it is an important segment of the entire 17 county area. The present market encompasses 427,054 radio families in New York, New Jersey and Connecticut. Its size has increased 41% in the last 7 years alone and is still growing. So are its tastes and income levels as well.

WOV programs to this **entire** metropolitan Negro market 11 hours a day. It is the only New York Station that reaches this market in its entirety. And the rating trend continues as strongly as ever in its favor. Let us brief you on these facts and on the recent success stories of advertisers using WOV's facilities.

WOV–NEW YORK

# EYE

If you're a TV advertiser, the difference between having your eyes closed and your eyes open is the difference between a short-sighted and a far-sighted view of network TV.

Take the two ways that MULTI-VISION,* the new media concept of the NTA Film Network, can work for its television sponsors...

*Copyright 1958, NTA Film Network, Inc.

# OPENER

**PLAN I:** For the sponsor interested in *identification* and *penetration.* It offers sponsorship of any one of three great new half-hour series from 20th Century-Fox and Desilu Studios with sole sponsor identification. Plus sponsorship of "Premiere Performance" and of "TV Hour of Stars." A total of 7 commercial minutes . . . plus 10 billboards every week . . . which should deliver more than 14,000,000 TV homes per week.

**PLAN II:** For the sponsor whose chief aim is all-out *penetration* and *saturation.* It offers one commercial minute in every one of NTA's great new half-hour programs . . . plus full participation in "Premiere Performance" and "TV Hour of Stars." A total of 10 commercial minutes every week . . . which should deliver more than 27,000,000 TV homes per week.

If *your* eyes (and mind) are open . . . get in touch with us today to see the *visible* benefits of the most exciting and significant development in network television in this decade!

## NTA FILM NETWORK

*Coliseum Tower, 10 Columbus Circle New York 19 • JUdson 2-7300*

tailored to the tape-film presentation. These booklets average about 35 pages for each station and are encased in transparent plastic folders. Pages can be inserted as changes in programming, ratings or market data occur. It covers the data included in conventional presentations but places a special emphasis on the station's programming and personalities. A Headley-Reed salesman delivering the sales pitch pauses when he reaches this portion and turns on the recorder or places the film projector into operation.

The tape or the film, featuring executives and personalities of the station involved, presents examples of the news and musical programs and introduces the announcers of the outlet delivering a commercial for a sponsor. As new programs are launched on the station, new tapes and films are supplied to coincide with changes in the written presentation. The tapes or film run from seven to ten minutes.

Each Headley-Reed salesman arranges for an average of one electronic presentation a week. The company attempts to set up a meeting with five or six timebuyers and media directors at a time, both for convenience and to bring its story to a group representing a variety of accounts.

The presentations are compiled by Mel Trauner and Howard Selger of Headley-Reed's research staff in consultation with the company's executive and field employes.

There's nothing like a salesman making a personal call on a prospect, according to Mr. Hardingham, but, he adds: "Electronic salesmanship adds a dash of drama, excitement and enthusiasm to a personal call."

## Monsanto Signs CBS-TV Order For Two More 'Conquest' Shows

Monsanto Chemical Co., St. Louis, apparently has undergone a last-minute change of heart. Though reported last month as being ready to drop its option for the CBS-TV *Conquest* science documentary series after the backlash of Detroit auto troubles [CLOSED CIRCUIT, June 2], four weeks of intensive negotiations on the part of the network's sales and public affairs (CBS News) departments have paid off.

Monsanto will pick up two additional *Conquest* programs this fall (a cutback from the three shows called for under terms of the original option) and will "study" the possibility of continuing into 1959.

Thus, while *Conquest* has had a slight reprieve, terms under which the show is being renewed by Gardner Adv., St. Louis, are not exactly those the network had hoped for. Says a CBS official, "You can't really call it a case of an option being picked up for another season . . . rather an extension of the 1958 schedule."

### AGENCY APPOINTMENTS

**Chr. Hansen's Labs,** "Junket" Brand Foods Div., Little Falls, N. Y., appoints Doherty, Clifford, Steers & Shenfield, Inc., for new grocery product now in test markets.

**Brown-Graves Co.** (manufacturer-distributor of wood windows), Akron, and **Ruger Equipment Inc.** (manufacturer hydraulic cranes), Uhrichsville, both Ohio, appoint Penn & Hamaker Inc., Bedford, Ohio.

**Mincom Div.,** Minnesota Mining & Mfg. Co., appoints Reach, McClinton, L. A. Mincom, manufacturer of tape recorders and electronic equipment, formerly was serviced by McCarty Co., L. A. Minnesota Mining bought manufacturing facilities from Bing Crosby Enterprises late in 1956.

**California Beef Council,** S. F., appoints Hoefer, Dieterich & Brown Inc. there.

**Cavalier Co.** (shoe-leather dressings), Baltimore, appoints A. L. & G. Adv. Inc. there.

**Blue Star Auto Stores,** Chicago, appoints M. M. Fisher Assoc. there.

**Fairchild Controls Corp.,** N. Y., appoints Burt Anderson & Assoc., Chicago, for nine midwest states.

### A&A SHORTS

**Erwin Wasey, Ruthrauff & Ryan** has announced that its Cincinnati, Ohio, office now is operating under administrative direction of agency's eastern division in New York. Cincinnati branch previously was included in EWR&R's western division, Chicago, but "increase in work load" carried by Chicago office was cited as main reason for shift.

**Kemble Co.,** Santa Barbara, Calif., advertising and public relations firm, has announced merger with public relations organization, **Bradford A. Evans & Assoc.** Company will will retain Kemble name and will be located at 109 East De la Guerra St. in Santa Barbara. Merger was reportedly made to "offer completely coordinated public relations and advertising service to tri-counties of Ventura, Santa Barbara and San Luis Obispo."

**Sullivan, Stauffer, Colwell & Bayles,** N. Y., will move to new and expanded offices at 575 Lexington Ave. this summer where agency will occupy four full floors.

**Geer, DuBois & Co.,** N. Y., has moved to 366 Madison Ave. Telephone: Yukon 6-8980.

**Joseph Katz Co.,** N. Y. and Baltimore, has leased additional 2,200 sq. ft. in its N. Y. headquarters at 555 Fifth Ave., and will move media department back from its temporary offices at 2 W. 46th St.

**Altman-Yaffe Inc.** (formerly J. H. Altman Adv.), Detroit, announces move to new and enlarged quarters on 4th floor of Fox Bldg. in that city.

**Mike Fadell Adv.,** Minneapolis, reports it will take over most of main floor of Treasure Masters Bldg., 605 Fourth Ave., South, effective June 1.

**Hunter & Willhite,** L. A., has moved its headquarters from 1540 N. Highland to 721 N. La Brea Ave. Telephone: Webster 3-7353.

**Harry Bortnick Adv. Agency** has moved to new and larger quarters in Empire Bldg., 13th & Walnut Sts., Philadelphia 7, Pa.

# BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

**CHIPS IN RADIO** • New Era potato chips is following up last year's "highly successful" radio spot campaign with summer-long drive in markets from Pittsburgh to Chicago and including portions of Ohio, Indiana and Michigan. Otto & Abbs Adv., Detroit, New Era's agency, has ordered minute announcements on five-per-day basis in most markets.

**'FAME'S' THE SAME** • Hallmark Cards Inc., Kansas City, has renewed *Hallmark Hall of Fame* series for next season on NBC-TV, beginning Oct. 13, and marking its seventh year with program on that network. Next season's productions—all to be colorcast—will include five 90-minute programs and original one-hour Christmas show. Series includes scheduling of live repeat of award-winning *Green Pastures* on March 23 (9:30-11 p.m. NYT). Milberg Productions is producer. Foote, Cone & Belding, Chicago, is agency.

**DEALERS' CHOICE** • Chevrolet Dealers of Northern California and Western Nevada are co-sponsoring (with Falstaff Brewing) 18-game schedule of San Francisco Forty-Niners on KSFO San Francisco and Golden West Network. Agency for Chevrolet Dealers: Campbell-Ewald, S. F.

**DALY DUO** • P. Lorillard Co. (tobacco products) and Whitehall Div. of American Home Products Corp. (Anacin), both New York, will sponsor ABC-TV's *John Daly and the News* (Mon., Tues., Thurs., Fri., 10:30-10:45 p.m. NYT). Contract is effective September 15. Agencies are Lenen & Newell, N. Y., for Lorillard and Ted Bates & Co., N. Y., for Whitehall.

**LAST MISSION** • Billy Graham Evangelist Assn., via Walter Bennett, Chicago, has purchased additional half-hour Saturday evening time on ABC-TV for one-shot June 21 (10-10:30 p.m. EDT). Evangelist, since early May has been in 10-11 p.m. period on network; this series ended Saturday (June 14).

**DARE GOING NETWORK** • Look for announcement this week that Garrett & Co. (Virginia Dare wines) will turn to network radio for first time. Longtime radio spot advertiser (though off air for past few years), Garrett reportedly has bought four CBS Radio 60-minute remote "specials" direct from Newport, R. I., 1958 Jazz Festival July 3-6. Full network has been ordered, subject to refusal by stations in dry states. Agency: MacManus, John & Adams, N. Y.

**PALL MALL IN 80** • American Cigar & Cigarette Co., N. Y., for Pall Mall, planning six-week radio schedule, effective July 3 in more than 80 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

# Yessir—our Pulse is stronger than ever!

YUP, at the ripe old age of 37, WDAY-Radio is as frisky as ever—with a 1958 "Area Pulse" that pumps us *all over* our 55 counties, 215,900 radio homes!

As for many years past, 1958 Pulse figures again show that WDAY-Radio gets—

**More than TWICE as many listeners as the No. 2 station!**

**More listeners than the No. 2 and No. 3 stations COMBINED!**

**More than THREE times as many listeners as the No. 4 station!**

Truth is—WDAY-Radio just doesn't have any real competition in the fabulous Red River Valley. Ask Peters, Griffin, Woodward!

## WDAY

**FARGO, N. D.**

**NBC • 5000 WATTS • 970 KILOCYCLES**

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

# SMOOTH GOING FOR TV AT UA MEET

- **Only question raised at stockholders meeting is AAP deal**
- **Tv movies bring $4.7 million of $70.4 million 1957 gross**

There was a total absence of heated debate between shareholders and management of United Artists Corp. on the company's position in television at last week's annual stockholder meeting in New York. Where at other recent stockholder meetings of motion picture firms—20th Century-Fox, Paramount—management has had to answer for its actions in selling backlog films to tv, there seemed to be no such call at UA. However, there were some questions about UA's purchase of 700,000 shares of Associated Artists Productions Inc. ($6 cash plus $6 in debentures in United Artists Assoc., UA subsidiary) for a total value of $8.4 million—a purchase being contested in the courts by National Telefilm Assoc.

UA's position as the only major Hollywood power actively engaged in tv sale of post-1948 film product apparently has paid off in terms of earnings, UA board chairman Robert S. Benjamin reported. Out of a total 1957 world-wide gross of $70.4 million, film rentals on two major tv packages totaling 91 features came to $4.7 million. Net income for the first quarter of 1958 was up 11.7%, tv film rentals in U. S. and Canada accounting for $700,000. (UA this past spring released an additional grouping of seven films, the "UA-65" packet, announced at the NAB convention, but this does not show up in the first quarter report).

MR. BENJAMIN

Regarding the UA-AAP-NTA situation, Mr. Benjamin declined to discuss "all the legal ramifications" of the case, noting that UA attorneys had appealed the NTA petition of last month and were pressing for "quick trial" [FILM, June 9].

Nor would President Arthur B. Krim disclose UA's plans to gain additional public financing (to pay in part for the AAP deal) through floating a new stock issue. He said, "We have only discussed it so far and have not yet drafted a final plan." Mr. Benjamin indicated the firm would file a plan with SEC within the month." Underwriting agents will be F. Eberstadt & Co., New York.

Two proposals by management were overwhelmingly approved by the shareholders who—either directly or by proxy—constituted a quorum with 83.2% of outstanding shares present. The first called for re-election of the present slate of directors; the second asked for adoption of a restricted stock option plan whereby UA executives could purchase a greater interest in the firm.

Mr. Krim, noting that "our investments in tv are modest at this time, but our hopes substantial," offered rebuttal to his counterparts at other major film companies. In "a comment on the general nature of the motion picture business," Mr. Krim said that Hollywood today is making bigger films in terms of gross sales ("films grossing $10 million are becoming more commonplace . . .") and is enjoying patronage of greater and more selective audiences for these "blockbusters."

Mr. Benjamin admitted that B and C films were not faring too well and also indicated that "if a film is a failure today it's a much greater and costlier failure than it would have been a few years ago." But, he indicated, the UA "experiment" has "left no doubt" that films and tv can live freely with one another without threat of mutual extinction.

### LISTENERS AND LOOKERS

UA, like most film companies, usually limits its "preview list" to a selected group of newsmen and critics. But last week, UA used two of New York's woman radio commentators to attract as many housewives as possible to a screening of the new Frank Sinatra-Tony Curtis film, "Kings Go Forth," slated for release next month. UA suggested to Martha Deane (Marian Young Taylor) of WOR and WWRL's Alma John that they ask their listeners to write to the station if they wished to attend the showing, slated next Thursday at Loew's neighborhood theatres. The film deals with miscegenation and should have Negro audience appeal, UA said in explaining the role of WWRL, which caters to New York's extensive Negro market.

## WGN-TV to Offer 'Ding Dong' On Tape Starting in August

Stations equipped with Ampex videotape machines will be offered Dr. Frances Horwich's *Ding Dong School* series by WGN-TV Chicago for local across-the-board programming late in August, it is being announced today (Monday) by Ward L. Quaal, vice president and general manager of WGN-AM-TV.

The announcement confirms earlier reports that this and other WGN-TV children's series may be slated for distribution to interested independent stations as part of the *Chicago Tribune* station's syndication or regional network project [STATIONS, March 24].

Mr. Quaal claimed that the action on *Ding Dong School* also "represents the first time a Monday through Friday strip program has ever been made available on tape to television stations."

Twenty-three stations, not counting "key network outlets," are equipped with Ampex machines to handle black-and-white programs on magnetic tape, it was stated. Master tapes will be completed by the WGN-TV engineering department in time for initial showing starting Aug. 25. WGN Inc. described the plan as a move to "pioneer marketing with Ampex." The series is being made available in response to inquiries from stations throughout the country, according to Mr. Quaal.

## Expansion Program In Offing at CNP

California National Productions last week was reported to be on the verge of announcing a new expansion program that includes plans to increase its production facilities by bringing additional outside packagers under its syndication aegis.

Though CNP, a wholly-owned film subsidiary of NBC, was keeping its planning board covered, reports in Hollywood and in New York pointed to a lifting of production sights.

Unconfirmed, but expected, is the appointment of Frank Cleaver, NBC-TV director of film programs on the West Coast, to head CNP's production. Robert A. Cinader, CNP vice president, has resigned as production chief to join Hal Roach Studios as a vice president. Fred Hamilton, manager of film programs at the network, is to succeed Mr. Cleaver at NBC-TV.

Also lending insight in future activity was an apparent CNP agreement with George Cohan, a production executive formerly reporting to Mr. Cinader, for independent tv film production in association with California.

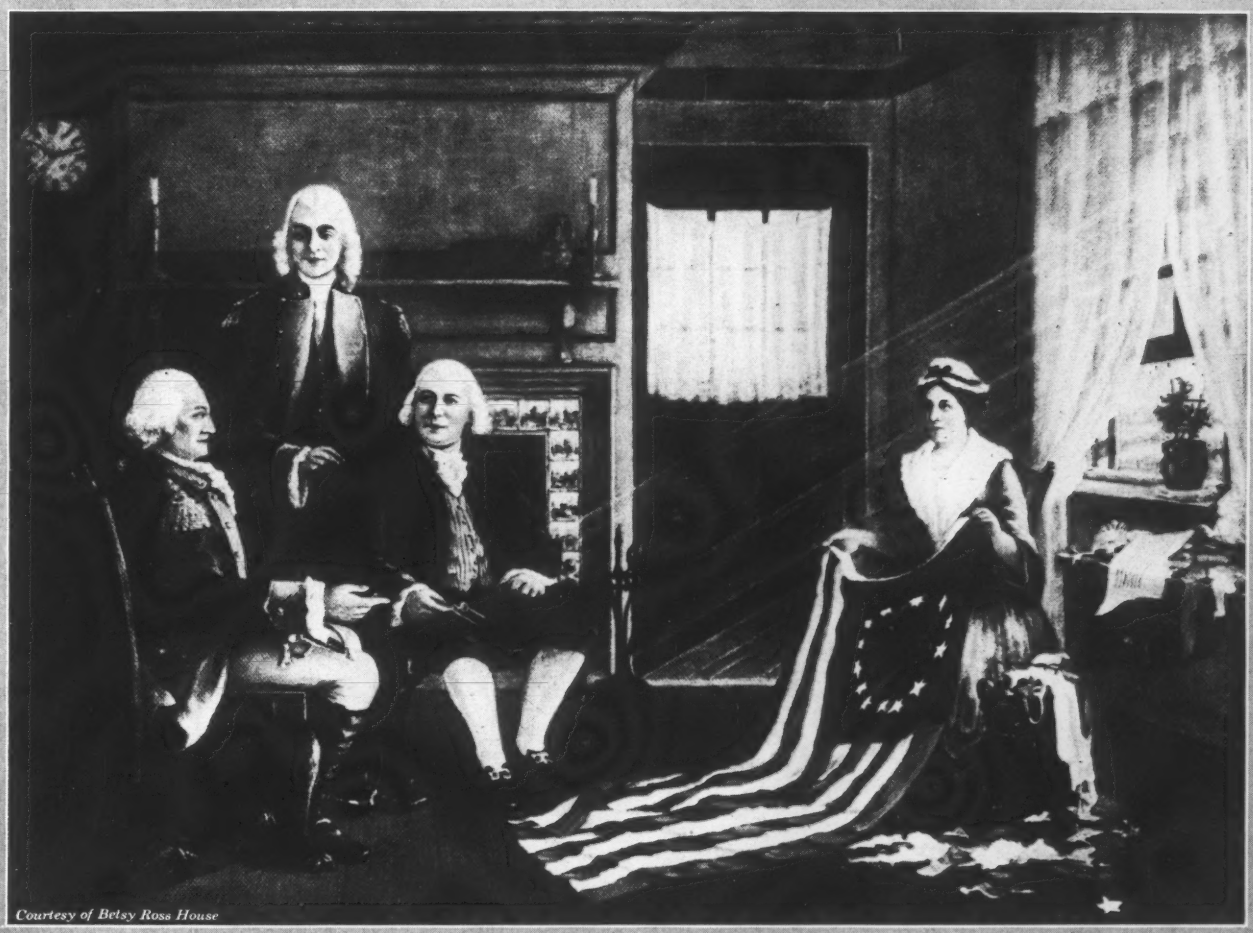
CNP now operates NBC Television Films and Victory Program Sales as two separate sales units. Both are engaged in tv film syndication, VPS concentrating on older properties including off-network reruns.

Biggest sales getter for CNP is *Silent Service* (now in second year and second 39 episodes now in production) followed by *Boots & Saddles—The Story of the Fifth Cavalry*, and *Union Pacific* (latest CNP-produced film series offered for syndication). First new step in outside packaging or production was the new tv film series, *Danger Is My Business*, for which CNP has assumed distribution [FILM, June 9].

## Three New Series Syndicated To Stations by Telestar Films

Telestar Films, New York, announced last week it is releasing three new half-hour tv film series for syndication to stations. They are *Counterspy*, an adventure-suspense series filmed on location throughout the world; *Parole*, a documentary serial based on actual case records in California and an untitled program featuring country-music personalities.

David H. Savage, executive vice president, reported that 26 programs in the *Parole* series already have been produced by Flagg



Courtesy of Betsy Ross House

*First on the Philadelphia scene... yet known throughout the nation*

# ...and **WIBG** *is first in Philadelphia Radio!*

Betsy Ross made the first American flag here... and now Philadelphia hails a *new* first!

*WIBG-RADIO 99 commands first place in average audience in the nation's 4th market Mondays through Fridays, 7 AM to 6 PM, leading all other stations!**

Hoist *your* flag to WIBG, where the highest audiences mean highest results . . . at the lowest cost per thousand in ye olde towne!

WIBG — A STORER STATION — RADIO 99 — ON YOUR DIAL

Call Jack Mahoney or KATZ for availabilities

**C. E. Hooper, March-April 1958*

STORER BROADCASTING COMPANY

## Storer Radio

| WIBG | WWVA | WAGA | WGBS | WSPD | WJW | WJBK |
|---|---|---|---|---|---|---|
| Philadelphia | Wheeling | Atlanta | Miami | Toledo | Cleveland | Detroit |

# BIGGEST TWO-MAN

*DAVE GARROWAY'S TODAY, 7:00-9:00 am* (EDT)
MONDAY-FRIDAY

*THE JACK PAAR SHOW, 11:30 pm-12:30 am* (EDT)
MONDAY-FRIDAY

All year long Dave Garroway's Today and The Jack Paar Show are network television at its effective, economical best.

And from now to September, NBC's Summer Dividend Plan adds even greater value to your advertising dollars. During this period, dividends start with the purchase of as few as six participations and multiply rapidly thereafter.

For example, you can buy a twelve week saturation schedule—30 one-minute participations running every other weekday and alternating between the two shows —for $148,000. Actually, you're paying for only 20

# BAND IN TOWN!

participations; 10 are dividends. And here's what you get according to estimates based on established Nielsen performances: 55½ million home impressions . . . 108 million viewer impressions . . . at a remarkable $1.37 cost-per-thousand viewer impressions.

Add up *all* the plus values for Today and The Jack Paar Show—personal salesmanship, flexibility, association with two important news-making shows and personalities—and you've got a package that's right in tune with the times.

Your NBC Sales Representative would like to show you success stories which prove how these programs have produced results for advertisers in all fields.

## NBC TELEVISION NETWORK

Films, Hollywood, and they will be made available for immediate sale. The *Counterspy* and the country-music series are scheduled for fall release. In connection with the properties, Telestar Films held a meeting in New York a fortnight ago with its representatives from San Francisco, Los Angeles, Dallas, Chicago, Atlanta and Pittsburgh to brief them on the advertising campaign set for the new programming, as well as price schedules and sales patterns. The new series boosts the number of half-hour shows handled by Telestar to nine.

### CBS Tv Films Sales Gross Soars

Gross sales of CBS Television Film Sales have risen 56% for the first four months of 1958 over the same period last year, John F. Howell, general sales manager, announced. The January to April period produced a $3.9 million gross compared with $2.5 million for the same span last year. Mr. Howell credits the rise to a well-rounded portfolio of programs and "designed for season" type of sale. For example during the summer, normally a lump season, the distributor has sold the *The Brothers* to American Tobacco Co., as a summer replacement for the *Jack Benny Show*. The recent Terrytoons package sale for almost $1 million to Baker's Instant Chocolate & Sweets Co., was designed to take advantage of summertime.

### 39 New Shows to Be Filmed In ABC '26 Men' Syndication

A new series of 39 additional episodes of *26 Men* will go into production tomorrow (Tuesday) in Phoenix, according to William S. Clark, vice president of ABC Film Syndication, distributor of the series. He said the first series now is being telecast by 189 stations in the U. S. and abroad.

Russel Hayden, producer, said the new series, representing an investment of more than $1,250,000, will be filmed completely in Arizona as was the first series. Tris Coffin continues as star, with Kelp Henderson featured. Reg Browne will direct the initial group of episodes, being filmed at various locations throughout Arizona and at Cudia City Studios in Phoenix. A staff of 10 writers is working on the series, which is based on exploits of the Arizona Rangers at the turn of the century.

### Tytla Opens Studio in New York

Opening of a new studio in New York for the production of animated tv commercials, public relations and entertainment films was announced last week by William Tytla, formerly with major Hollywood studios. The studio is at 40 W. 57th St., New York. Mr. Tytla started as an animator in the late twenties with Paul Terry, producer of Aesop's Fables and Terrytoons. Joining the Walt Disney Studios in 1934 he is credited with creating Dumbo, the flying elephant, and was animating supervisor on several Disney productions. Mr. Tytla directed a number of animated series at Paramount and 20th Century-Fox Studios on the West Coast.

### Fedderson Consolidates Staff

Don Fedderson Productions is moving during June and July from its five Hollywood and Beverly Hills locations to consolidate in the Desilu (RKO) studios on Gower St., Hollywood. The departments include production staff of *The Millionaire*, executive offices, story, editorial and public relations director. The company will continue New York offices at 28 W. 44th St., and accounting offices in the Taft Bldg., Hollywood.

### Paramount Lab Work Assigned

All black-and-white processing of Paramount Pictures' theatrical and tv productions, both in New York and in Hollywood, now will be handled by Consolidated Film Industries, a division of Republic Pictures Corp. The provision is part of the purchase agreement in which Consolidated has acquired Paramount's New York film processing laboratory (544 W. 43d St.). Price was reported at $1.2 million [FILM, June 9]. Consolidated last week said it now will have four laboratories, two in New York, another at Fort Lee, N. J., and one in Hollywood.

PERSONNEL RELATIONS

## NEW AFM-REVUE PACT GETS READ APPROVAL

- **Minimum employment set**
- **Move may ease local rift**

AFM offered an attractive olive branch to its rebellious Hollywood members last week. Herman Kenin in his first public statement since his election as AFM president [PERSONNEL RELATIONS, June 9] announced an agreement with Revue Productions which guarantees the expenditure of $2 million for the employment of live musicians to make tv films in the next three to five years. Contract also provides for 10% increase in scale at the end of third year. In addition to work on new programs, musicians also will be employed to replace recorded music with live scoring on *GE Theatre* and other Revue programs.

The Revue agreement, Mr. Kenin asserted, "guarantees that there will be approximately 40,000 individual paychecks handed to musicians for recording typical half-hour tv shows." Pact was made possible by reducing Revue's trust fund payment from 5% to 1% of the costs of company tv films, he said.

"Under the terms of the agreement with Revue, approximately $1 million committed to the trust fund will instead be applied solely to new employment of musicians," Mr. Kenin said. "The corporation has agreed to match that $1 million so that a total of $2 million will be paid to live musicians in the making of its new tv film within a period of from three to five years."

Cecil Read, whose leadership of the Hollywood revolt against the AFM trust fund policy cost him his AFM membership, hailed the announcement as the first tangible proof of victory. Hollywood musicians will receive this $2 million he said, as a result of 2½ years of hard work. During this time Mr. Read and his supporters have not only financed a long drawn legal battle but, this spring, organized Musicians Guild of America as a rival union to AFM.

MGA's petition for an election to determine whether it or AFM should act as bargaining agent for the musicians employed in motion pictures is now before the NLRB. Hearings commenced last Thursday in Los Angeles but ran into legal snags over definitions of "bargaining unit" and "eligibility" dampening hopes for a quick "consent election" to settle the issue.

Mr. Kenin in announcing the AFM agreement with Revue said: "As you know, the long-standing policy of the federation has been that it would gladly revise the 5% tv film trust fund policy in exchange for guaranteed live work for our members. Revue Productions is the first tv film producer who was willing to grant such a guarantee in exchange for which we have drastically changed our formula."

Mr. Kenin also noted that, "we have underway other conversations with additional large users of music on film. We have reason to anticipate success in these negotiations too. I assure you that we are prepared to revise so-called formulas, when, and if, guaranteed employment is provided."

### AFTRA Girds for Battle With SAG Over Videotape

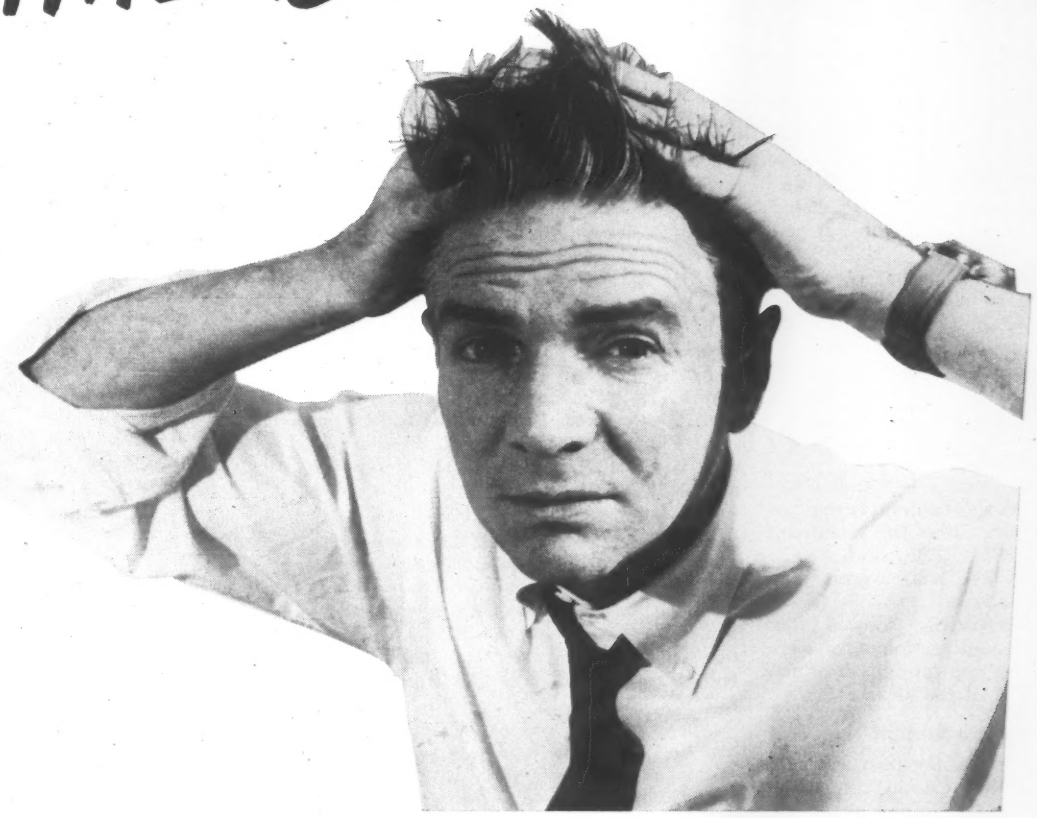
For the first time in its history, the American Federation of Television & Radio Artists has hired a full-time public relations director, Richard A. Jackson, to publicize the union's stepped-up activities, covering its upcoming jurisdictional battle with the Screen Actors Guild over videotape, its national convention next month and network contracts negotiations, starting in two weeks.

Mr. Jackson's appointment as national public relations director was announced last week by Donald F. Conaway, national executive secretary of AFTRA. Mr. Jackson formerly was public relations director of WOR-AM-TV New York.

The creation of the public relations post with Mr. Jackson as its head reportedly stems, in large measure, to the growing controversy between SAG and AFTRA over videotape jurisdiction. SAG members perform in film commercials and programs and AFTRA artists in live commercials and programs.

The NLRB last week set June 24 as the date for a preliminary hearing in New York between AFTRA and SAG to determine whether an election should be held among workers concerned. AFTRA had petitioned for an election.

# TIME BUYERS UNITE!



As a result of the recent WINN contest, we have received many, many letters from Timebuyers all over the country. We wanted to express our sincere appreciation. It's true! WBNY is " . . . the 250-watt local independent located in the top 50 markets with more total listeners than any station in the market, including a 50,000 watter . . . ", in Buffalo, "the nation's 14th market."

✔ CHECK PULSE. ✔ CHECK NIELSEN. ✔ CHECK HOOPER.

We've decided to award some prizes of our own to the first three letters we received. Congratulations! Your checks are in the mail.

## THE WINNERS ARE:

**FIRST PRIZE**
**Robert Glatzer**
**Ben Sackheim, Inc.**
**New York, New York**

**SECOND PRIZE**
**Marvin D. Berns**
**J. Walter Thompson**
**Chicago, Illinois**

**THIRD PRIZE**
**Anne H. Slattery**
**BBD&O**
**New York, New York**

WE ARE **WBNY** BUFFALO, N. Y.

*MOhawk 1400*

**The Station Of The Year**

REPRESENTED NATIONALLY BY JACK MASLA

# REPS OUT TO CUT INTO NETWORKS BY SPONSOR-SUPPLIED FILM PLAN

- **Advertisers would buy film to place on stations**
- **Stations surveyed on willingness to adjust rates**

A group of station representatives set out last week to recapture important tv business from networks.

The Chicago Div. of Station Representatives Assn., on the basis of a tv station survey, has produced a spot tv formula based on film programs plus some features of network strip campaigns.

In essence, the SRA-Chicago plan provides that advertisers buy half-hour syndicated programs and place them on a spot basis through their advertising agencies.

Discounts for bulk program purchases would be combined with program contribution discounts, permitting a reappraisal of station rate cards to include multiple package programs.

The idea was based on a 185-station survey by an SRA-Chicago committee that included Harry Smart, Blair-Tv, chairman, and executives of Blair Television Assoc., Adam Young Inc., The Katz Agency and Peters, Griffin, Woodward.

This survey purportedly showed that about 80% of the stations contacted were agreeable to the new rate formula in principle or to a variation of the idea.

### Submitted to Burnett

Based on this support, the plan was submitted to Leo Burnett Co. in connection with current media planning by Kellogg Co. The cereal sponsor is deciding whether to continue its children's adventure strip on ABC-TV; to buy a similar strip on NBC-TV, or to return to spot which it abandoned a year ago in favor of network television.

At stake is up to $9 million in time and talent, representatives estimate. Burnett made its recommendations to Kellogg in Battle Creek, Mich., Thursday.

Under the plan submitted to Burnett, stations would offer 20-30% discounts to advertisers supplying half-hour syndicated properties. The 20% discount would apply to three weekly half-hours; 25% for four, and 30% for five or an across-the-board strip buy. The 5-7 p.m. time period was suggested in line with Kellogg's time preferences.

While the formula might not be as economical as a network strip, it would have the expressed advantages of spot flexibility and in the end would provide a better cost-efficiency buy for slightly more money.

Acceptance by Kellogg of the SRA-Chicago formula, it was suggested, would influence other national advertisers.

The 185 station acceptances of the idea, it was emphasized, were not commitments for time clearance but verbal agreements to revise rate structures to provide the package discounts.

In the survey, completed about mid-May, stations were asked (1) Can you clear a half hour between 5 and 7 p.m.? and (2) Will you sell it on the basis of this formula? They were then urged to reappraise their cards with a view toward revising them to include package rates for bulk program time purchases, during daytime and evening hours.

Nub of the network-spot battle in the case of Kellogg is its children's strip comprising *Superman, Sir Lancelot, Wild Bill Hickock, Woody Woodpecker* and *The Buccaneers,* on ABC-TV Monday-Friday, 5-5:30 p.m. EDT. Kellogg is identified with a different program each day, underwriting partial sponsorship on Tuesday, Wednesday and Friday. The cereal firm cut back its spot tv expenditures last summer to buy the ABC-TV package, spending $2.8 million in spot tv for the year, compared with $7.9 million in network.

Both ABC-TV and NBC-TV are involved in the current bidding, the latter seeking a renewal and the former reportedly offering a 7:30-8 p.m. across-the-board segment for a similar series. Regardless of what materializes, it's agreed that two of the properties—*Sir Lancelot* and *The Buccaneers*—will be replaced by other film properties this fall.

There was conjecture that Burnett might use the representatives' program contribution technique as a lever in its dealings with the networks for its client or adopt a combination of network and spot strips to fill out its market pattern.

The Chicago representatives' study among stations on their collective lists revealed a willingness of tv broadcasters to go along with the formula in all but one (New York) of the top 25 tv markets, it was understood. There was some reluctance, it was learned, among operators in one and two-station markets. Several small stations with low rate cards were not solicited for their views.

### Included Affiliates, Indies

Network-affiliated and independent stations alike were represented, plus a smattering of network o&o outlets, as well as facilities in large, medium and small size markets. The SRA-Chicago spot development group acknowledged an enthusiastic response from independent stations.

The proposed rate formula for Kellogg was understood to offer firm 13-week cycles with the possibility of additional frequency discounts (perhaps as much as 10%) for a continuous 52-week commitment. Stations were represented as eager to avail themselves of the opportunities for prime adjacency sales around Kellogg, taking advantage of the programs' audience appeal and favorable ratings.

Hope was expressed that if Kellogg bought the proposed spot tv package, even at admittedly higher rates than for network, the door would open for other national advertisers, specifically those headquartered or agency-serviced in the Midwest, to follow suit—such firms as Kraft Foods, Mills Labs, Swift & Co. and others.

Feeling of the SRA-Chicago spot development group was that other representatives (members and non-members of SRA) and their stations would stand to benefit, in the long run, from any new Kellogg business and from any other new spot business placed by national advertisers.

While the rate formula in Kellogg's case is geared to the 5-7 p.m. segment, it was explained that the program contribution technique need not be limited to those hours for advertisers. Generally, it's envisioned the method would apply mainly to non-prime-time periods of individual stations, thus inviting speculation over possible effects on network option time.

Under the SRA-Chicago rate concept, advertisers would buy half-hour syndicated programs and place them on a spot basis through their respective agencies, much as film syndicators sell packages to clients, then proceed to line up stations.

### Spotting Films Not New

Placing film properties on a spot basis is not a particularly new development in itself. For several seasons the Burnett agency bought *Wild Bill Hickok* for Kellogg and slotted it on a spot basis. Also handled this way: Wander Co. for *Captain Midnight,* Mars candy for *Buffalo Bill* and several others. Other agencies have made similar purchases.

The SRA-devised rate concept was presented informally to Burnett representatives a few weks ago after completion of the station study. The contingent included Mr. Smart and Arthur Stringer, Blair Television Assoc.; William Condon, The Katz Agency; Arthur Curtis, Peters Griffin, Woodward, and representatives from Weed Television and Adam Young. They met with Leonard Matthews, vice president-media; Dick Kuhns, media group

**PURCHASE** of an Ampex videotape recorder by WTAR-TV Norfolk, Va., said by the station to be the first in the state, is finalized by Campbell Arnoux, WTAR-TV president. Looking on are (l to r) station Vice Presidents Bob Lambe and John Peffer, Chief Engineer Dick Lindell and Charles Luscombe of Ampex.

# Outstanding

## ON THE DETROIT SCENE

**CHRYSLER CORPORATION'S**

**Redstone Missile Assembly Line**

From this point the giant missile manufactured by Chrysler Corporation is shipped by air to a test site on the Florida Coast.

One in a series of local personalities and features complementing the fine CBS Program lineup, that make WJBK-TV a vital force in Detroit.

Basic CBS • 100,000 Watts • Full color facilities

## "SAGEBRUSH SHORTY"

### "Detroit's Favorite Kiddie Star"

Sagebrush Shorty completely dominates his competition seven days a week, (Monday through Friday 8:45 AM to 9:25 AM) (Saturday 10:30 AM to 11:00 AM) (Sunday 11:00 AM to 12 Noon) Chatting with his small fry guests, spinning yarns and presenting Top Cartoons in the 1,900,000 TV homes served by WJBK-TV.

Represented by **THE KATZ AGENCY, Inc.**

"Famous on the local scene"

**WJBK-TV**

CHANNEL 2 DETROIT

STORER BROADCASTING COMPANY

# Storer Television

| WJBK-TV | WAGA-TV | WVUE-TV | WSPD-TV | WJW-TV |
|---|---|---|---|---|
| Detroit | Atlanta | Wilmington-Philadelphia | Toledc | Cleveland |

National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1

supervisor, and agency timebuyers from Leo Burnett Co.

An $11 million broadcast advertiser in 1957, Kellogg spent nearly $8 million in network tv last year. It recently bought into Arthur Godfrey's daytime (tv only) stanza for 52 weeks and dropped *The Big Record* in favor of *What's My Line?* It also has sponsored *Wild Bill Hickok* on CBS-TV, *Circus Boy* on ABC-TV, *Art Linkletter's House Party* on CBS-TV and *Name That Tune* on CBS-TV. Kellogg also is in select major markets with tv spot schedules.

The cereal firm reportedly has toyed for years with the idea of placing film properties on a strip basis in select markets but never could make much headway. In this instance, according to one report, Burnett buyers personally contacted several stations in major markets on the feasibility of such a plan, before contacting Chicago sales representatives.

## KING Finds 'Most Russians' Prefer Classics Over Presley

Will Elvis Presley create a national controversy in Russia? How do the Russians feel about rock and roll? What is the reaction to the U.S. State Department announcement that broadcast programs by Presley would be included in those which will be exchanged across the Iron Curtain? KING Seattle, in an exclusive telephone interview with Constantine Orlov of Radio Moscow, learned that individual taste is the criterion there as in the U. S.

KING d.j. Ray Briem was told by Mr. Orlov that rock and roll is played a great deal, but "our young people don't go crazy over it. Most people would prefer to hear American classical music."

Told of the success of Russian groups touring the U.S., such as the Moiseyev Folk Dancers, Mr. Orlov said that these are only the initial steps which will be followed by greater exchange in practically all fields of cultural exchange. In answer to the question of Presley becoming controversial Mr. Orlov said, "He is not known well enough to be a focal point of any controversy."

## Peoria Council Opens Meetings

The Peoria, Ill., city council has abandoned its "executive session" policy following refusal of WIRL Peoria to agree to a gag rule procedure. Executive meetings of the council were started six months ago during the long search for a city manager. When the council agreed to admit news media to sessions provided they would not divulge what happened, George Barrette, WIRL newsman, refused to accept censorship. He was backed up by Robert Frudeger, WIRL president, who said Illinois law forbids secret hiring of city employes.

## Eastman Firm in SRA Fold

Robert E. Eastman & Co., New York, new station representation firm headed by the former ABC Radio president, has joined the Station Representatives Assn., it was announced last week by Lawrence Webb, managing director of SRA. The Eastman firm becomes SRA's 22d member company.

# CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

**ANNOUNCED** *The following sales of station interests were announced last week. All are subject to FCC approval.*

**WALT TAMPA, FLA.** • Sold by E. J. Arnold, Robert Wasdon and associates to Clearwater, Fla., businessman Bruce Taylor and associates for approximately $500,000. WALT is on 1110 kc with 1 kw day. The Arnold-Wasdon group also owns WINN Louisville, Ky.; Mr. Arnold owns 100% WIIN Atlanta and 50% WFMJ Daytona Beach.

**KVII-TV AMARILLO, TEX.** • Sold to Television Properties Inc. by Southwest States Inc. for around $425,000 including obligations for close to 80% of the station with an option to buy the other 20%. Jack C. Vaughn of Dallas is president of Television Properties; with him are G. H. Vaughn Jr. and Cecil L. Trigg. Mr. Trigg is the general manager of another Television Properties station, ch. 7 KOSA-TV Odessa, Tex. KVII-TV operates on ch. 7 and is an ABC affiliate.

**KZEA SHREVEPORT, LA.** • Sold to John M. McLendon and Assoc. by Edward E. McLemore for $100,000. The McLendon Negro-programmed stations include KOKY Little Rock, Ark., WOKJ Jackson, Miss., and WBCO Birmingham, Ala. (See below for sale of KOKA Shreveport.) KEZA operates on 980 kc with 5 kw.

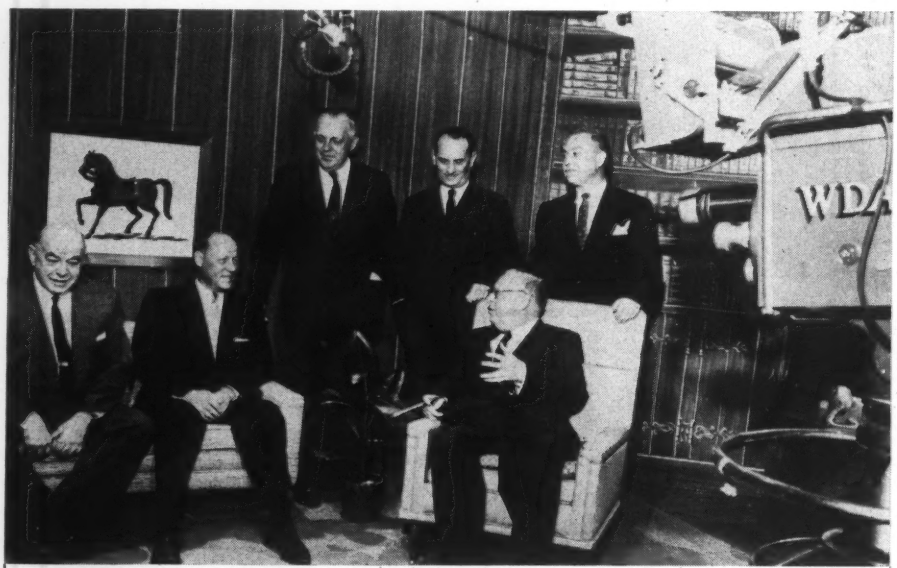
**KOKA SHREVEPORT, LA.** • Sold to Southwest Broadcasters by John M. McLendon and Assoc. for $85,000. KOKA operates on 1050 kc with 250 w.

**KGEN TULARE, CALIF.** • Sold to Robert O. McMahan and George T. McMahan by Robert T. McVey and Gene V. Mitchell for $75,000. The McMahan's own KMAK Fresno. The sale was handled by Allen Kander & Co. KGEN operates on 1370 kc with 1 kw, day.

**WRSA SARATOGA SPRINGS, N. Y.** • 35% sold to Jack Oranch by Richard O'Connor for approximately $10,000. Mr. Oranch, who will take over as manager of WRSA, has been associated with WMBA Ambridge, WPAM Pottsville and WLSH Lansford, all Pennsylvania. The sale was handled by Haskell Bloomberg. WRSA operates on 1280 kc with 1 kw, day.

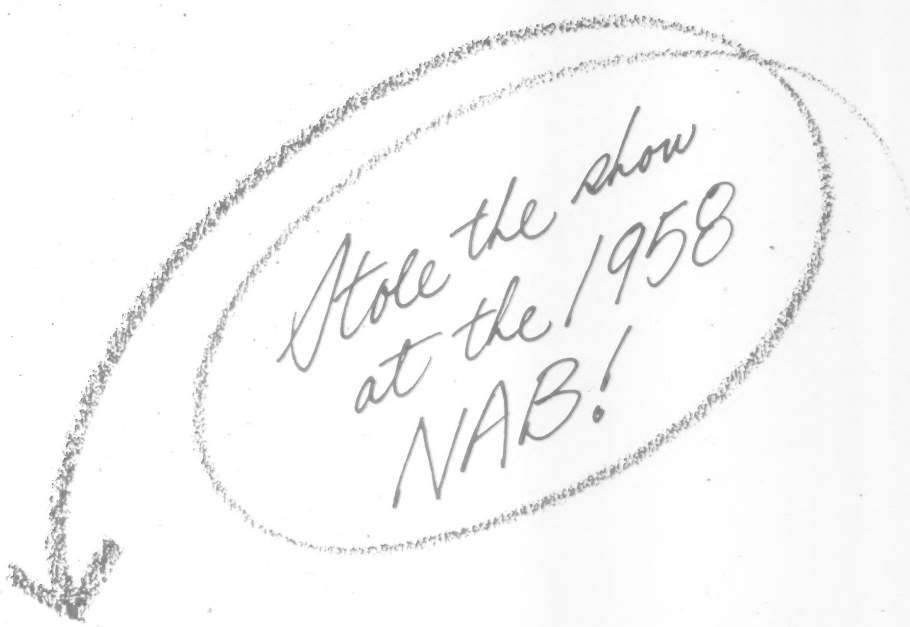
**APPROVED** *The following transfer of station interests were approved by the FCC last week. For other broadcast actions see* FOR THE RECORD, *page 94.*

**KULA-TV HONOLULU, HAWAII** • Sold to Kaiser Hawaiian Village Television Inc. by Television Corp. of America for $685,000, conditioned that the assignee dispose of his interest in ch. 13 KHVH-TV Honolulu, prior to the acquisition of KULA-




**TRANSFER** of WDAF-AM-TV Kansas City, Mo., from the Kansas City Star Co. to National Missouri Tv Inc., subsidiary of National Theatres Inc., for $7.6 million [CHANGING HANDS, April 28] was simulcast in special ceremonies over the two stations. Shown at the simulcast are (seated, l to r) Harry Bannister, vice president of NBC; Elmer C. Rhoden, president of National Theatres Inc., and Roy A. Roberts, president of *The Kansas City Star*.

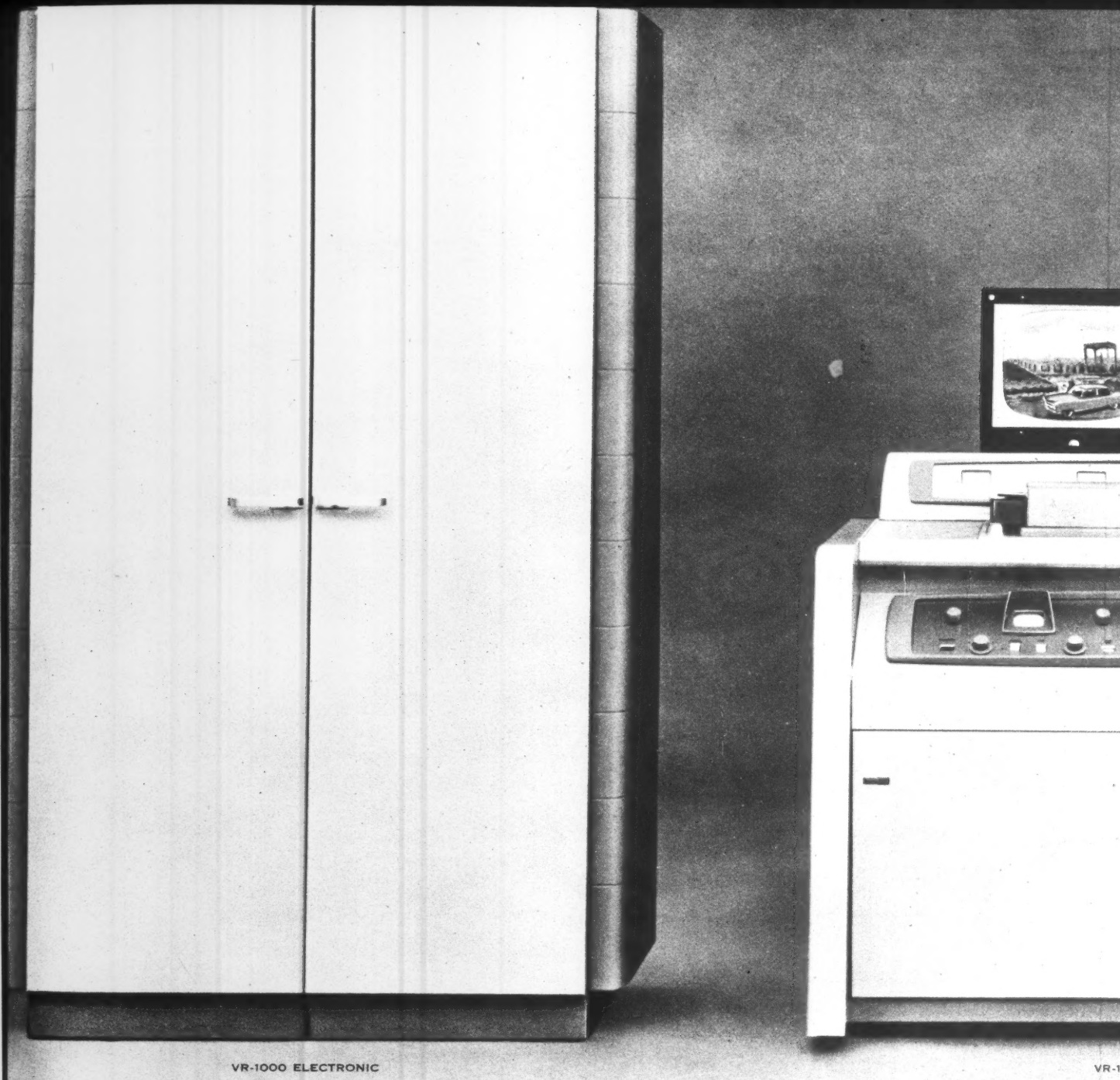
Standing (l to r) are H. Dean Fitzer, who is retiring after 33 years as managing director of the *Star's* broadcasting operations; Charles L. Glett, president of National Film Investment Inc., also a subsidiary of National Theatres, and president of the new National Missouri Tv, and William A. Bates, who will be general manager for the new owners. The *Star* had operated WDAF since its founding in 1922 and ch. 4 WDAF-TV since its inception in 1949. WDAF operates on 610 kc with 5 kw; both stations are affiliated with NBC.




# BLACK & WHITE AND FULL COLOR VIDEOTAPE RECORDING

## BY AMPEX

COPYRIGHT 1958 AMPEX CORPORATION



VR-1000 ELECTRONIC

VR-1

# THE **AMPEX*** **VR-1000** BRINGS YOU LIVE QUALI

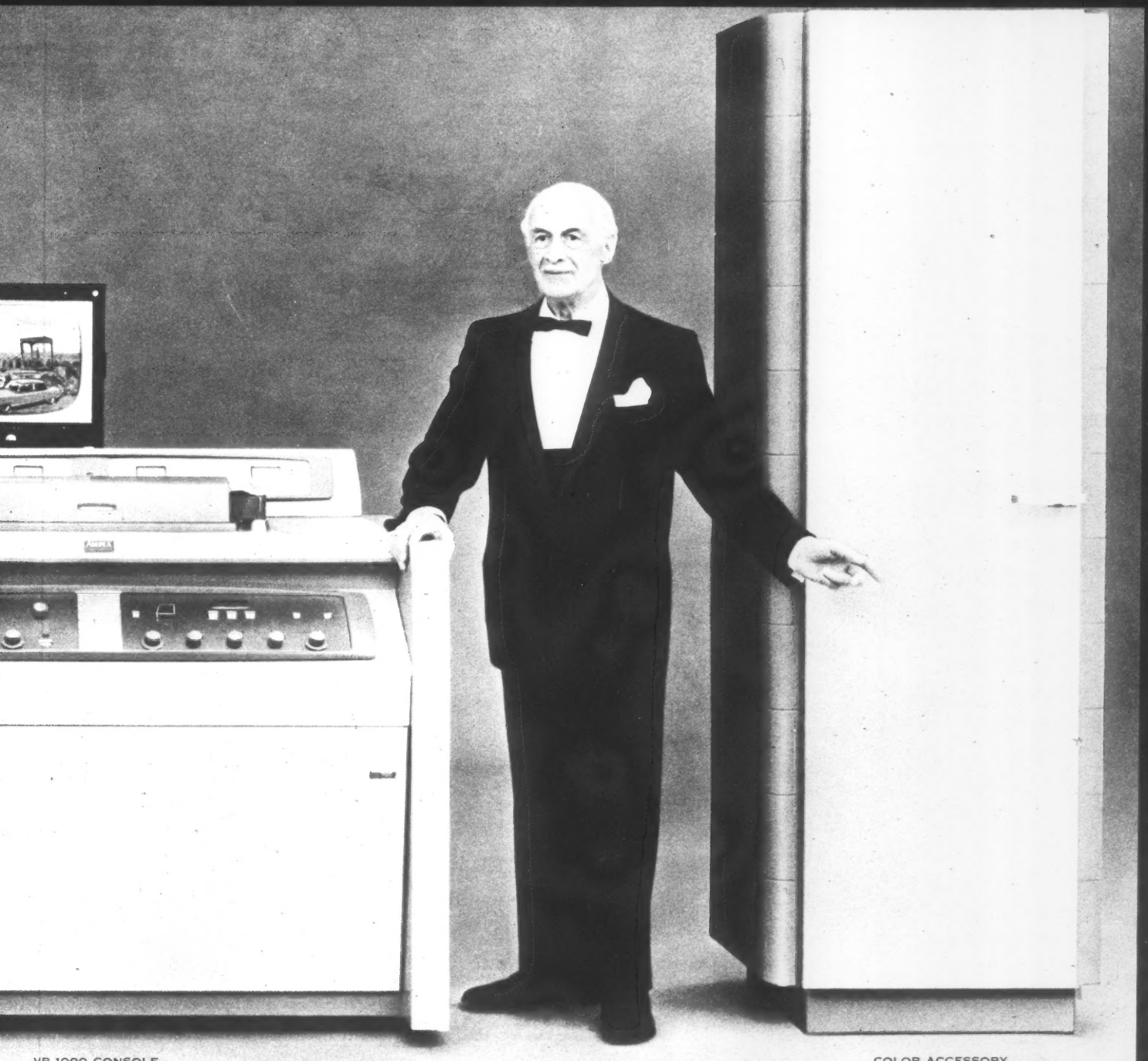
Black and

The Ampex VR-1000 is the ultimate in television recording and playback. Both picture and sound match the realism of the original performance. Telecasts played back from the Ampex VR-1000 appear identical to live TV.

The Ampex VR-1000 is a complete television recording and playback facility. Playbacks are immediate or they may be delayed indefinitely. Tapes are interchangeable and *re-usable*. Editing is *proved* and practical. Thus the Ampex VR-1000 brings new flexibility into all station operations . . . in scheduling programs, commercials and special events . . . and in scheduling performers, camera crews and studio time.

The Ampex VR-1000 *Videotape* Recorder has been in daily use by the networks since November 30, 1956, and by farsighted independent stations since November 30, 1957. Accelerated production of the VR-1000 assures delivery of all back orders before Daylight Savings Time in April, 1958, with prompt delivery on subsequent orders.

The Ampex VR-1000 repays its cost in a hurry, starts paying for itself immediately in your black and white operations, adapting to color whenever *you're* ready for it.



VR-1000 CONSOLE

COLOR ACCESSORY

# ALITY VIDEOTAPE* RECORDING AND PLAYBACK

The Ampex VR-1000 adapts to color by adding a single rack of electronics, with necessary inter-connections. Then, every subtle gradation in color is recorded and playbacks are brilliantly "live." Using this Ampex accessory, your station's change-over to color not only costs less but is greatly simplified. Color conversion assemblies are available beginning mid-summer 1958.

Ampex would like to tell you more about *Videotape* recording and playback — how stations increase their efficiency and potentials, how sponsors benefit from fluffless, pre-recorded live quality commercials. The complete story is covered in a fully illustrated booklet. *For your free copy, write today to Ampex Corporation, Professional Products Division, 850 Charter Street, Redwood City, California.*

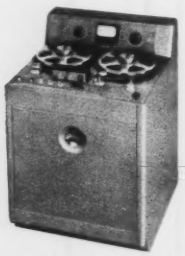
*TM Ampex Corp.

# AMPEX

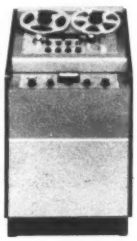
## *World Leader in Precision Magnetic Tape Recording Instruments*

Ampex Precision Magnetic Tape Recorders are in service throughout the world . . . in Television and Radio Broadcasting Stations, professional Recording Studios, Scientific and Guided Missile Installations and in Stereophonic Music Systems for the Home.

**VR-1000** *Videotape Recorder*
First commercially available *Videotape* Recorder. Magnetically records what the camera "sees", either black and white or color. Playbacks look "live".

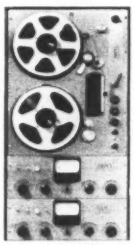


**MODEL 300**
*Magnetic Tape Recorder*
The standard of the professional recording industry, it consistently delivers the finest in audio reproduction.

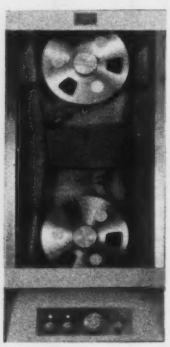


**MODEL 350**
*Magnetic Tape Recorder*
First choice of the Radio Broadcasting industry, it provides flexibility with the utmost in reliability and convenience.

**MODEL 601-2**
*Portable Magnetic Tape Recorder*
First professional quality portable. Lightweight and compact, it meets rigid standards of audio and mechanical performance.



**MODEL 300**
*Multi-Channel Recorder*
Part of the famous Ampex 300 series, available in from one to eight separately controlled channels. Makes the professional recorder complete master of the world of sound.



**Recorders for data and control . . .** Another major Ampex division makes a broad line of tape recorders for engineering, scientific and business data. Photo shows an FR-300 digital tape handler.

**For the Home . . .** Ampex makes a wide variety of stereophonic tape recorders for Home Hi-Fi installation. Available in consoles, portables and modular units for custom sound systems.

*Tenth Year of Leadership*

AMPEX CORPORATION

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

NEW YORK, CHICAGO, ATLANTA, LOS ANGELES, DALLAS, WASHINGTON, D.C.
DETROIT, SAN FRANCISCO, TORONTO • Representatives in over fifty countries

*professional products division*

PREPARED BY BOLAND ASSOCIATES PRINTED IN U.S.A. 106M-1-58

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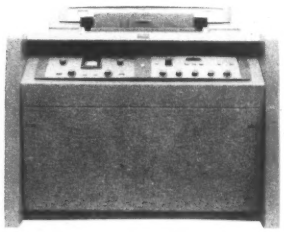

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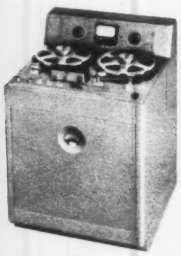

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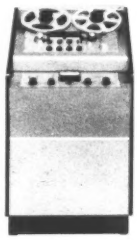

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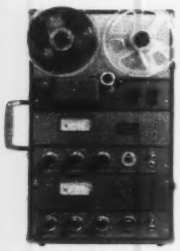

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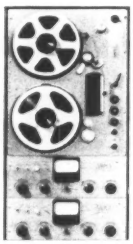

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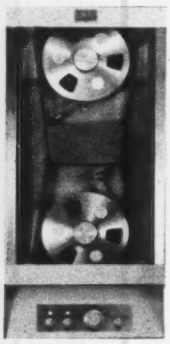

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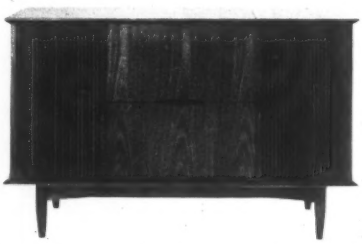

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PREPARED BY BOLAND ASSOCIATES PRINTED IN U.S.A. 106M-1-58

TV. KULA-TV is on ch. 4 and is an ABC affiliate.

**KGKO DALLAS, TEX.** • Sold to Radio Station KGKO, a joint venture, composed of H & E Radio Corp. (subsidiary of H & E Balaban Corp., that has interests in KFBI Wichita, Kan.; WBMG [TV] Birmingham, Ala.; WICS [TV] Springfield, Ill.; WMCN [TV] Grand Rapids, Mich.; WRIT Milwaukee, and WTVO [TV] Rockford, Ill.), Atlantic Brewing Co. (interest in WIL St. Louis and WRIT Milwaukee), Maurice Schraeger, Herbert Schoenbrod and Eli E. Fink by Lakewood Broadcasting Co. for $450,000. KGKO is on 1480 kc with 5 kw, day, and 500 w, night.

**KOOO OMAHA, NEB.** • Sold to KOOO Corp., J. J. Fenlon, president, by Central Plains Broadcasting Co. for $200,000. Mr. Fenlon and associates also own KPIG Cedar Rapids and KTRI Sioux City, both Iowa. Comrs. Robert Bartley and Frederick Ford dissented in this decision, on the grounds that this constitutes too high a concentration of singly owned stations in the area. KOOO is on 1420 kc with 500 w, day.

**WARM SCRANTON, PA.** • Sold to WARM Broadcasting Co. by Northeastern Pennsylvania Broadcasting for $195,000. Louis J. Appell Jr., president of WARM Broadcasting has interests in WSBA-AM-TV York, Pa., and WCTC New Brunswick, N. J. WARM is on 590 kc with 5 kw.

**KMNS SIOUX CITY, IOWA** • Sold to Siouxland Broadcasting Inc., 100% owned by Stuart Investment Co. (KFOR Lincoln and KRGI Grand Island, both Nebraska) for $175,000 by the William F. Johns family and Robert J. Flynn. KMNS is on 620 kc with 1 kw.

**KSLR OCEANSIDE, CALIF.** • Sold to Walter N. Nelskog (interests in KQTY Everett, Wash., KQDY Minot and KMBK Bismarck, both North Dakota, and KUDI Great Falls, Mont.) and Darrell R. Anderson (interest in KING-TV Seattle, Wash.) doing business as Pacific Broadcasters for $168,000, by San Luis Rey Broadcasting Co. KSLR is on 1320 kc with 500 w.

**KGLC MIAMI, OKLA.** • Sold positive control to Kenyon Brown through purchase of remaining 77.84% stock from trustees for George L. Coleman Sr., deceased, for $120,666. Mr. Brown has interests in KCOP-TV Los Angeles, KFOX-AM-FM Long Beach, Calif., and KIMO Independence, Mo. KGLC is on 910 kc with 1 kw.

## KMOX to Broadcast Editorials

KMOX St. Louis will air editorials this summer in a new series, *KMOX Radio Takes a Stand*, it was announced last Wednesday by General Manager Robert Hyland. The opinion program will be timed "according to local needs." It will include two pro and two con opinions by local leaders in each half-hour program, according to Mr. Hyland. The KMOX position will be determined by an editorial board composed of station executives and will be stated as part of the program.


# When is appraisal not an appraisal?

You get the answer when you want to sell your station.

If buyer after buyer passes it up, you can be pretty sure there is something wrong with the price tag. It is wonderful to look at high figures, but it's better to look at realistic ones.

We pride ourselves in making fair evaluations of a property. We are retained frequently, whether or not a sale is contemplated.

Since most sellers were once buyers and may be again, we believe that the best interests of the industry are served by being completely honest with everybody.

No owner benefits from paper profits. Beware of experts who may come your way, write you up, and then leave you with non-negotiable values.

**ALLEN KANDER AND COMPANY**

***Negotiators for the Purchase and Sale of Radio and Television Stations***

| | | |
|---|---|---|
| **WASHINGTON** | **1625 Eye Street N.W.** | **NAtional 8-1990** |
| **NEW YORK** | **60 East 42nd Street** | **MUrray Hill 7-4242** |
| **CHICAGO** | **35 East Wacker Drive** | **RAndolph 6-6760** |
| **DENVER** | **1700 Broadway** | **AComa 2-3623** |

# How Sunday can be a working day for radio

A new kind of "SOS" went out from WJQS Jackson, Miss., last week. It meant "Sold Out Sunday."

For Lew Heilbroner, general manager, the news was Exhibit A testifying to the success of a programming and sales policy which in one year brought WJQS from a station billing $280 a month in March 1957 (when it was purchased for $75,000 by industrialist R. E. Dumas Milner) to one which brought in just under $9,000 in April. This is how it happened:

When the Milner management took over WJQS the station was grossing $65 a week from one national and two local sponsors. One-minute spots in the market were selling for as low as 50 cents apiece, "ridiculously low," as Mr. Heilbroner puts it. With CBS taking up much of WJQS' daytime programming, spot times were limited. Since the competitive picture precluded rapid rate increases, another way had to be found to get revenues up. There seemed one answer: sell programs, and sell them in the fringe times that were not in demand for spots.

The decision to concentrate on Sundays was prompted by several beliefs:

1. That both working men and women, off on Sundays, were available in larger numbers for radio listening.

2. That these people, purposely seeking to relax on Sunday, would welcome music of a relaxing nature.

3. That not only are adults not responsive to rock and roll on Sunday, but that they actually resent it, and would be loyal to a station that programmed to their taste.

4. That as a result of the above reasons, the firms sponsoring sweet music on Sundays would receive more institutional and direct advertising value than on any other day in the week.

Starting at 8:30 and running until church time at 11 the station set up a sweet music program called *Our Sunday Best,* dividing the 2½ hours into 30-minute segments for sponsorship. At noon, following the services, programming was split into six 30-minute segments until 3 p.m. and an hour period from 3 until 4. These afternoon periods each follow different formats, featuring predominantly sweet music with occasional dashes of up-tempo music to prevent monotony. (The pre-8:30 a.m. times are sold on a participating basis, as are post 8 p.m. hours.)

The sponsors bought it. The first was Sid Jones Inc., exclusive furniture and decorating firm, which took the 3-4 p.m. segment. The show, *The Sid Jones Hour,* is now in its third 13-week period.

Other sponsors (see accompanying Sunday schedule) also have come back for more. Typical of their reactions is this one from Charles Saums, head of Security Builders in Jackson: "We took a Sunday morning half-hour on WJQS because other advertising had not produced results. We advertised our development, 'Woodland Homes,' and saw good results almost immediately. In one week we sold 10 homes. We feel that most of these prospects were sent to us by radio."

Sunday is now the top revenue-producing day of the week at WJQS, bringing in 50% more than Fridays, usually accepted as a top day for business.

This development of Sundays is only a part of the WJQS story. The rest of the week had to be made to pay, too, and Mr. Heilbroner will testify it's been no easy job.

When Howard S. Cohoon, president of the station and also president of Milner's Pine Sol and Perma Starch manufacturing-distributing organization, hired Mr. Heilbroner for the general managership last August, he gave him a free hand with station policy. But one fact was made clear. The station had to be put across without financial splurging. Costs of setting up new studios and equipment already had proven high.

The station had been programming rock and roll. No curse there, Mr. Heilbroner says, except that there already were two successful R&R stations in Jackson and two others were using it heavily. "It wasn't hard to see that we had to do something different," he says.

The first step was to drop R&R for daytime, confining it to an evening segment from 7:30 to 10. Good music was installed on all local daytime programs, and WJQS tagged itself as "Jackson's Good Music Station."

A sales department had to be built. It was necessary to train salesmen as experienced ones were at a premium. This was a tough job, Mr. Heilbroner recalls, especially in the first months. The station was in sixth place in a 6-station market, and public acceptance wasn't there. Turndowns were the rule rather than the exception, and sales trainees became discouraged.

Improving a station's programming is one thing. Convincing would-be sponsors that it would pay is another. While many expressed approval of the ideas WJQS was using, most took a "wait-and-see" attitude. They knew what the other stations could do for them, and WJQS was an unknown quantity.

Business improved gradually during the fall months, but most of it was on a week's trial, or for two or three weeks at the most. In the early months some of the trials didn't pay enough to suit the advertisers, and they came off. This created a period of "panic selling" to keep business on the station—bad policy, but necessary at the time. Then, in November and December, things began to take hold. Those months' sales figures were at least respectable.

Then in early January came the "shock period" that many stations feel in varying degrees at that season. At WJQS it was staggering, Mr. Heilbroner recalls. Firms suffering from decreased volume either canceled or failed to renew, and for three weeks sales nose-dived.

Then, late in January, with the addition of a new local salesman and extra pushing from the sales staff on hand, sales suddenly began improving. February showed a substantial increase. March sales jumped ahead of February, and April showed an increase of more than 20% over March. The station was in the black.

Mr. Heilbroner (with an assist from The Branham Co., national representative) intends to keep it that way. He now has 103 local and three national accounts on the rolls (compared with the two local, one national of last March) and others are coming in every week. The station held undisputed last place a year ago; now it claims to average from second to fourth in most time segments, has ranked first in some.

The policy's paid off.

## SOLD OUT SUNDAY

(Pre-8:30 a.m. and post-8 p.m. are sold on spot participations basis.)

| TIME | PROGRAM-SPONSOR CONTRACT PERIOD |
|---|---|
| 8:30-9 a.m. | *Our Sunday Best* J.D.'s Automotive Service 13 weeks |
| 9-9:30 a.m. | *Our Sunday Best* Security Builders 13 weeks |
| 9:30-10 a.m. | *Our Sunday Best* Madison County Dairies One Year |
| 10-10:30 a.m. | *Our Sunday Best* Barnes Brothers Nursery One Year |
| 10:30-11 a.m. | *Our Sunday Best* Goodyear Service Store Month |
| 11 a.m.-noon | *Church Services* Northside Baptist Church Three years |
| Noon-12:30 p.m. | *Clyde C. Scott Hour* Scott Real Estate-Insurance and Scott Builders One Year |
| 12:30-1 p.m. | *Show Time* Jackson Steam Laundry & Cleaners One Year |
| 1-130 p.m. | *P. Lorillard Hour* Kent and Newport cigarettes Until Dec. 31 |
| 1:30-2 p.m. | *Southern Airtime* Southern Airways One Year |
| 2-2:30 p.m. | *Advance Finance Hour* Advance Finance Co. 13 weeks |
| 2:30-3 p.m. | *Fox-Everett Hour* Fox-Everett Insurance Agency One Year |
| 3-4 p.m. | *Sid Jones Hour* Sid Jones Inc. (furniture-decorating) One Year |
| 4-7 p.m. | CBS Radio Commercial |
| 7-8 p.m. | *Church Services* Northside Baptist Church Three years |

# MERCURY SERVICE NEW YORK – LOS ANGELES

## Widest choice of DC-7 nonstop flights

radar-equipped · reserved seats  spacious lounge · superb cuisine
American's famous stewardess service

# AMERICAN AIRLINES

*America's Leading Airline*

# DATELINES

**Newsworthy News Coverage by Radio and Tv**

**MINNESOTA-WISCONSIN** — KSTP-AM-TV St. Paul, WDGY Minneapolis and WISN-AM-TV Milwaukee were among the stations that sent newsmen into the tornado area here last week.

KSTP-AM-TV had newsmen, cameramen reporters and mobile units on duty all night. The stations' helioplane shot more than 1,000 ft. of film while flying over the devastated area. Reports were supplied to NBC-TV's *Today*, the network's newscast and overseas newsreel and a complete round-up was presented on KSTP-TV less than 21 hours after the tornado had struck.

WDGY's Dan Daniel and Jim Ramsburg toured some of the worst struck areas in a newscruiser an hour after the tornado hit. Both newsmen were on the scene throughout the night supplying reports to Civil Defense authorities and public.

The WISN stations' filmed coverage was taken to an airport by motorcycle and flown to Milwaukee for processing. Sister station WBAL-TV Baltimore received 200 ft. of film via air express from WISN-TV. Inquiries about the tornado were received at WISN Broadcast Center from as far away as British Columbia, San Jose and San Antonio.

**ELDORADO**—KFH Wichita, Kan., was on the spot with both news and engineering staff after Eldorado, Kan., 37 miles away was struck by a tornado Wednesday. As news editor George Doyle handled coverage, Chief Engineer Les Campbell and his assistant, Delbert Keeling, worked for hours helping KBTO Eldorado get back on the air. KFH cooperated through the night with Manager Jim Platt of KBTO relaying messages to tornado victims and emergency workers. Direct reports went out from KFH to radio stations across the West and in Canada as well as to the AP.

**SCRANTON**—Cameraman Jack Scanella of WDAU-TV here was attacked by a prisoner who was being escorted to a Pennsylvania jail June 4. The un-handcuffed prisoner (ex-Lt. Col. Charles S. Tucker who had been sentenced to two years for receiving "gratuities" during construction of $33 million Tobyhanna, Pa., Signal Depot) broke away from his lone deputy escort and—while Mr. Scanella was filming him—thrust his hand against the camera, knocking it askew.

Airing of the incident on WDAU-TV brought attention to the absence of Chief Deputy U. S. Marshal Frank P. Foley who also was assigned to accompany the prisoner. The marshal was reprimanded. The *Scranton Tribune* reproduced frames from the footage in its coverage of the episode.

**BOSTON**—Local police placed an emergency call to the news department of WBZ-TV here in an effort to notify the parents of a child who was injured by an automobile. A description of the unidentified child was bulletined by the station. The child's mother was watching WBC-TV and, recognizing the description, notified the police. WBZ-TV sent a newscruiser to the scene of the accident in time to film the mother being taken to her critically injured child in a police car.

**GROTON** — WTIC-TV Hartford, Conn., covered the launching of the nuclear-powered submarine *Skipjack* off Groton, Conn. The station reports it was the first to broadcast the news that the submarine's two predecessors had set undersea records. WTIC-TV newsman Larrye deBear flew film to the studios in time for a newscast less than two hours after the launching.

## WRUL Expands Latin Shows For Inter-American Network

Broadcasts to Latin American nations in Spanish and Portuguese tongues will be expanded by WRUL Boston-New York and its Inter-American Network following recent evidence of antagonism toward the United States and demonstrations against Vice President Richard M. Nixon.

Walter S. Lemmon, head of WRUL and the network, said the CBS-TV network's June 15 (yesterday) Latin American telecast (5:30-6:25 p.m. EDT) was carried live on the Latin radio network and later repeated in Spanish and Portuguese. Howard K. Smith moderated the program, telecast from the Pan American Union, Washington.

Political and economic developments were reviewed during the program by Dr. Pedro Beltran, publisher of *La Prensa*, Lima, Peru; Dr. Golo Plaza, ex-president of Ecuador; Samuel C. Waugh, president-chairman of the Export-Import Bank, Washington, and Herbert Matthews, *New York Times*. Guillermo Caram, WRUL newscaster, accompanied Vice President Nixon on his South American tour, reporting nightly to Latin nations via telephone to WRUL and the network.

## 10 Buy KMTV (TV) Promotion

KMTV (TV) Omaha has copyrighted the station's "Mayco Plan," a promotion introduced recently to induce department stores to advertise on television on a long-term basis rather than the usual spot promotion [STATIONS, April 28], it was announced last week. Ten television stations have responded to the offer to purchase the syndicated promotion plan package, KMTV said. They are KYW-TV Cleveland; WVET (TV) Rochester; KFMB-TV San Diego; KBTV (TV) Denver; KVAR (TV) Phoenix; CHCT (TV) Calgary, Alta., Canada; KVTV (TV) Sioux City; WMT-TV Cedar Rapids; WHO-TV Des Moines, and WSB-TV Atlanta.

### CLAIMSMOBILE SPOTTED

Hardware Mutuals Insurance Co., Stevens Point, Wis., used radio-tv spots and newspaper ads to tell policyholders the location of a mobile claims office it had moved into tornado-struck Colfax, Wis. The emergency announcements, part of the company's program to expedite claims payment in the wake of major disasters, proved effective and it plans to employ similar measures in the future.

Roche, Rickerd & Cleary Inc., Chicago, is Hardware's agency.

## Taft Station Staffers Meet To Plan Cooperative Promotions

Taft stations held their first annual promotion meeting June 3-4 at the Hotel Sinton, Cincinnati. The meeting, attended by 25 station promotion executives, was called by David G. Taft, executive vice president, Radio Cincinnati Inc. He stressed that the aim of Taft stations is to promote as a group, pointing out that the acquisition of WBRC-AM-TV Birmingham and WKYT-TV Lexington necessitated close cooperation on promotional projects.

Spokesmen from each outlet described successful promotions conducted by their stations. Featured speakers at the meeting were Oliver Blackwell, assistant sales manager, The Katz Agency, New York, and Roy Miller, vice president, Katz, Chicago.

Taft stations are WKRC-AM-FM-TV Cincinnati; WTVN-AM-TV Columbus, Ohio; WBIR-AM-FM-TV Knoxville, Tenn.; WBRC-AM-TV and WKYT-TV.

## DeWitt to Attend Moscow Parley

John H. DeWitt Jr., president of WSM-AM-TV Nashville, Tenn., will be a member of a U. S. delegation of astronomers and scientists attending the Aug. 12-20 convention of the International Astronomical Union in Moscow. Dr. Carl Seyfert, WSM weather forecaster and Vanderbilt U. astronomer, also will be a delegate.

MR. DeWITT

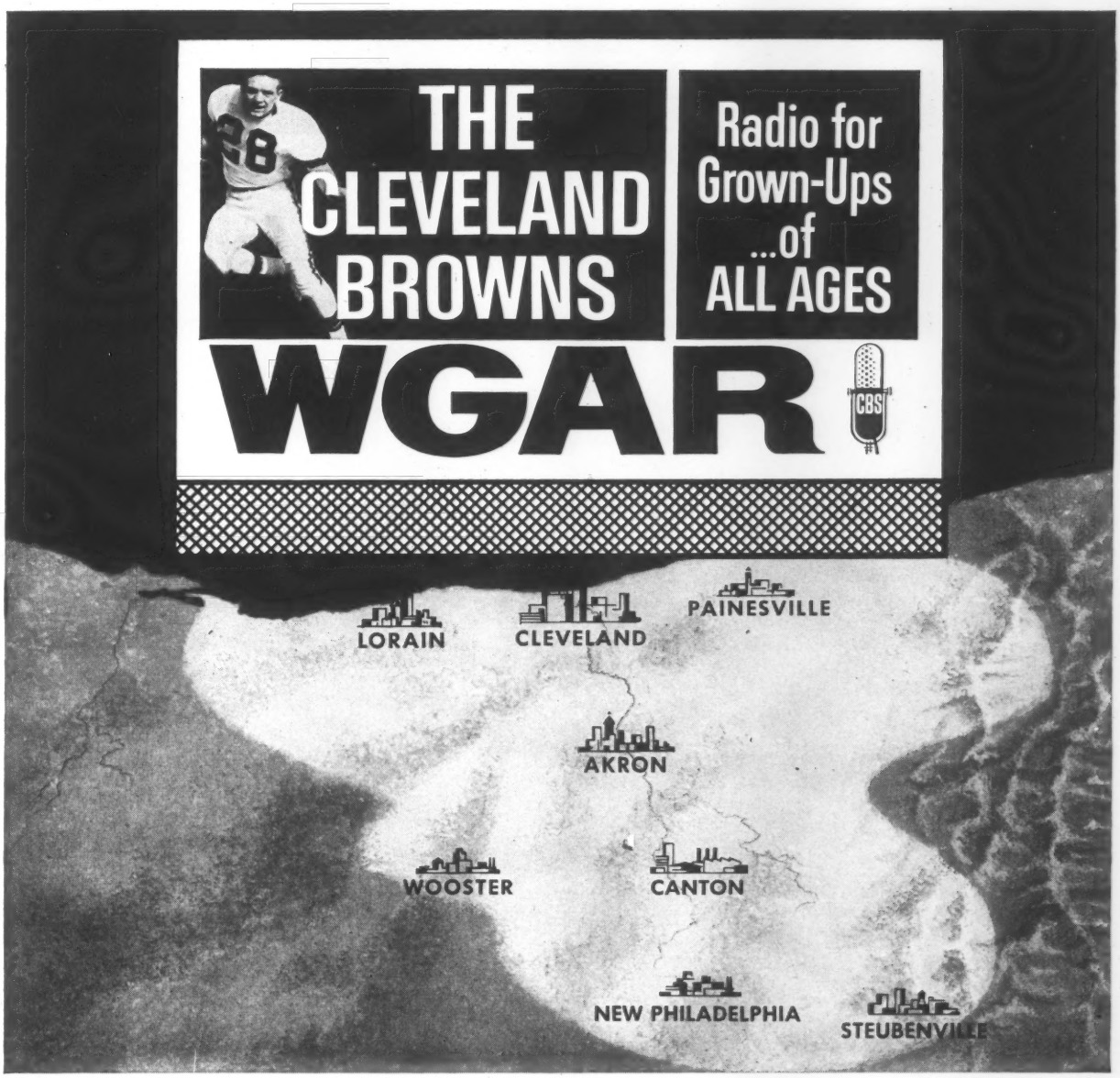
Mr. DeWitt made space history in 1946 as a lieutenant-colonel in the Signal Corps when he supervised the Army's first radar contact with the moon. The official report of this important electronic event stressed the "possibility of radio control from the earth's surface of space ships venturing thousands of miles from the earth, and the radio reporting of astronomical data electronically computed aboard such vessels."

## WIIC (TV) Names Mortenson E.V.P.

WIIC (TV) Pittsburgh General Manager Robert A. Mortenson was appointed executive vice president of WIIC Inc., Chairman of the Board O. M. Schloss announced last week. Mr. Mortenson joined the ch. 11 station in October 1955 after 19 years with N. W. Ayer advertising agency.

### REPRESENTATIVE APPOINTMENT

**WGMS Washington** appoints Simmons Assoc., N. Y.




# We offer you a large share of the Northeastern Ohio buying audience

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grown-ups . . . of all ages.

*For example, this fall, WGAR presents professional football at its exciting best featuring the Cleveland Browns. Dynamically reported for Northeastern Ohio's big sports-minded radio audience by top sportscaster Bill McColgan . . . whose colorful game descriptions are seats on the 50-yard line for thousands of the Browns' faithful and enthusiastic fans.*

WGAR maintains this policy in all its programming . . . good music . . . variety shows . . . sports . . . accurate news coverage . . . drama—featuring performers from top CBS talent.

*So reach your real buying audience* through WGAR.

**Radio for grown-ups . . . of all ages**

**WGAR**

**CLEVELAND OHIO**

The Peoples Broadcasting Corporation

WRFD-Worthington, O. · WTTM-Trenton, N. J.
WMMN-Fairmont, W. Va. · WNAX-Yankton, S. D.
KVTV-Sioux City, Ia.

**Represented by the Henry I. Christal Company**

U. S. ARMY. Blast off—and a Nike Hercules streaks skyward. Inside a battery control van the Army crew scans radar scopes, as the Western Electric-made guidance and control system directs the Nike missile to its target.

# D THE U.S. ARMY'S NIKE

**Designed to counter today's threat from the air, the Nike guided missile system has been operational — actually on duty — now for more than four years . . . able to seek out and destroy the most advanced types of enemy aircraft. From the beginning, the Army's prime contractor for Nike systems has been Western Electric — maker of your Bell telephone.**

The Nike guided missile system recently welcomed a powerful new partner — Nike Hercules, a major improvement over the original Nike Ajax.

Hercules is faster, boasts greater range and altitude, and carries a bigger payload than the first Nike. When fitted with an atomic warhead, Hercules can destroy entire formations of supersonic enemy planes. The Army's Nike battalions across the country are presently being equipped with this improved missile system.

The ground guidance and control equipment for Nike Hercules, along with the guidance assembly in the missile, is made by Western Electric at our three plants in North Carolina. The Nike missile itself and the launching equipment are produced by Douglas Aircraft, and the development of the complete system was engineered by our teammates at Bell Laboratories. Western Electric field engineers help set up the missile batteries and train Army Nike men.

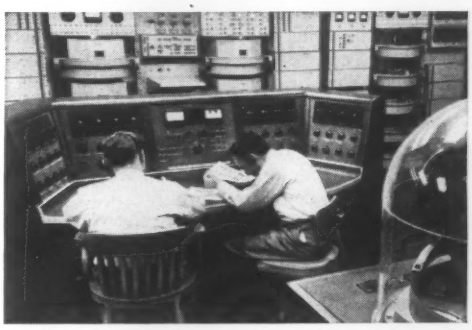
We at Western Electric were asked to take on the Nike assignment because of our store of specialized experience in communications. Through our constant teamwork with the Bell Laboratories we have learned to blend research with production, so that ideas become working realities quickly . . . efficiently. It is this kind of experience and know-how that have helped make possible the deadly new Nike Hercules — and give promise of even more effective Nike guided missiles yet to come.

**In addition to the Nike guided missile system, Western Electric defense projects include the recently completed DEW Line of radar stations, the White Alice Alaskan communications system, SAGE, and the manufacture of other military electronic equipment. These and other projects — on which Western Electric is prime contractor — are an important part of our contribution to the nation's security.**

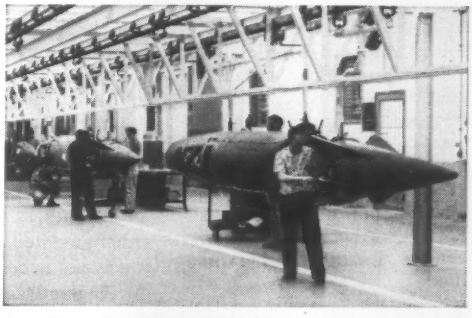
Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM.

WESTERN ELECTRIC. Our factories in Winston-Salem, Greensboro and Burlington, N. C., make guidance and control equipment for the Nike systems, as well as other electronic products for military use.



BELL LABORATORIES. The Nike system was designed and developed by Bell Telephone Laboratories. Their continued research will play an important part in the even better Nikes of the future.



DOUGLAS AIRCRAFT. Nike missiles, equipped with Western Electric guidance mechanisms, are made for W. E. by Douglas Aircraft. Douglas has worked closely with us since the Nike project began.

# ST. LOUISANS FACE HOUSE GROUP

The House Legislative Oversight Subcommittee last week continued its investigation of the FCC's St. Louis-Springfield, Mo., deintermixture action with testimony from KTVI (TV) St. Louis owners Harry Tenenbaum and Paul E. Peltason.

KTVI, formerly operating on ch. 36, has been accused by the subcommittee of using *ex parte* contacts, political influence and undercover agreements to get the Commission to shift ch. 2 from Springfield to St. Louis and assign it that vhf channel [GOVERNMENT, June 9]. This move was made by the Commission in February 1957.

Also last week, the subcommittee stirred up a national controversy with charges that Presidential Assistant Sherman Adams used influence in helping Boston industrialist Bernard Goldfine avoid compliance with Federal Trade Commission and Securities & Exchange Commission regulations. The subcommittee cited several instances where a firm owned by Mr. Goldfine had paid Boston hotel bills in $50 and $65 suites for Mr. Adams. Both principals immediately denied that any influence had been used by Mr. Adams on behalf of Mr. Goldfine.

Mr. Tenenbaum readily told the subcommittee of many letters, telephone calls and personal visits he made with commissioners supporting the proposed ch. 2 shift. He maintained his actions were entirely proper since the proceeding was of a rule-making nature. He denied ever seeking ch. 2 for KTVI without a comparative hearing or contacting commissioners while the KTVI ch. 2 application was in a competitive status with Louisiana Purchase Co.

The KTVI president also vehemently denied that he used Comr. Robert E. Lee's office as "headquarters" during numerous visits to Washington (the subcommittee said there were 37 trips while the deintermixture case was pending). Mr. Tenenbaum said he had taken practically all of the commissioners to lunch at various times.

### Doesn't Remember Specifics

On the stand for various periods during Monday, Tuesday and Wednesday, Mr. Tenenbaum was questioned at length about his visits with the commissioners. He repeatedly said he could not remember specific conversations, that he did not attempt to influence the FCC and that he was interested only in the overall uhf problem, not merely the St. Louis-Springfield situation.

"I'm not trying to be evasive," he said at one point during an exchange with Chairman Oren Harris (D-Ark.). "But you are," retorted the chairman. At another point, Rep. Harris asked Mr. Tenenbaum, if he did not, in fact, influence the FCC's decision whereby KTVI was granted authority to operate on ch. 2. "I don't think I did," the witness replied.

Subcommittee counsel Stephen Angland quoted from one Tenenbaum letter to commissioners maintaining that ch. 2 in St. Louis would serve more people than if left in Springfield. Chief counsel Robert Lishman said this was important because it constituted an off-the-record argument and opponents of the proposal did not have a chance to answer. Mr. Tenenbaum made no comment.

Mr. Tenenbaum denied that he sought any intervention by government officials on behalf of KTVI, specifically by Sen. Stuart Symington (D-Mo.). Mr. Angland cited several Symington contacts with then Comr. Richard A. Mack while the deintermixture case was pending. When asked if he sought help by Charles Steadman, Cleveland attorney who was mentioned prominently during the subcommittee's investigation of the ch. 10 Miami grant, Mr. Tenenbaum replied, "Absolutely not."

Messrs. Angland and Lishman questioned Messrs. Tenenbaum and Peltason at length on their negotiations with General Electric for ch. 2 equipment. They admitted preliminary talks were begun in the fall of 1956, several months prior to the March 1957 grant. Mr. Tenenbaum cited articles in BROADCASTING [LEAD STORY, Jan. 21, 1957] and *Television Digest* as his first knowledge that KTVI would get ch. 2 and as proof action was common knowledge long before the Commission's action was announced.

He later testified that "someone in Washington" called him on Jan. 18, 1957, the same day a contract was signed with GE, telling him of the pending Commission decision. Both KTVI principals denied that efforts were made to keep the contract secret or that delivery was refused prior to formal announcement of permission for KTVI to operate on ch. 2. In rebuttal, Mr. Angland quoted from a letter to GE by KTVI's chief engineer stating: "We do not feel it advisable to have any of the equipment on the ground before authority is granted." The contract, Mr. Peltason stated, specified a March 15, 1957, delivery date.

A lengthy explanation "unsatisfactory" in the view of one subcommittee member, also was given by Mr. Tenenbaum of his action in hiring former Comr. Robert F. Jones as counsel. Mr. Jones was hired in September 1956, the KTVI president stated, because of a difference in opinion between the station's other Washington attorneys, Monroe Oppenheimer and William A. Roberts.

Mr. Jones was paid a $5,000 retainer when hired and an additional $50,000 nine months later, Mr. Tenenbaum stated. Mr. Roberts, partner in Roberts & McInnis, has been paid only $5,000 of a $25,000 fee, the KTVI owner told the subcommittee. He said Mr. Oppenheimer was consulted on the hiring of Mr. Jones but Mr. Roberts was not because "he might resent bringing in another communications expert."

The former commissioner was not made an attorney of record at the FCC, Mr. Tenenbaum stated, because counsel advised him it was not necessary. He denied emphatically an Angland suggestion that Mr. Jones was hired to get the FCC to shift ch. 36 to Springfield, thus giving an excuse for assigning ch. 2 to KTVI.

Mr. Angland pointed out that the FCC received no formal request to shift ch. 36 to Springfield and that Mr. Jones was retained by KTVI just before the Commission made this proposal a part of the rule-making proceeding. He also cited several Jones contacts with Comr. Mack in October 1956.

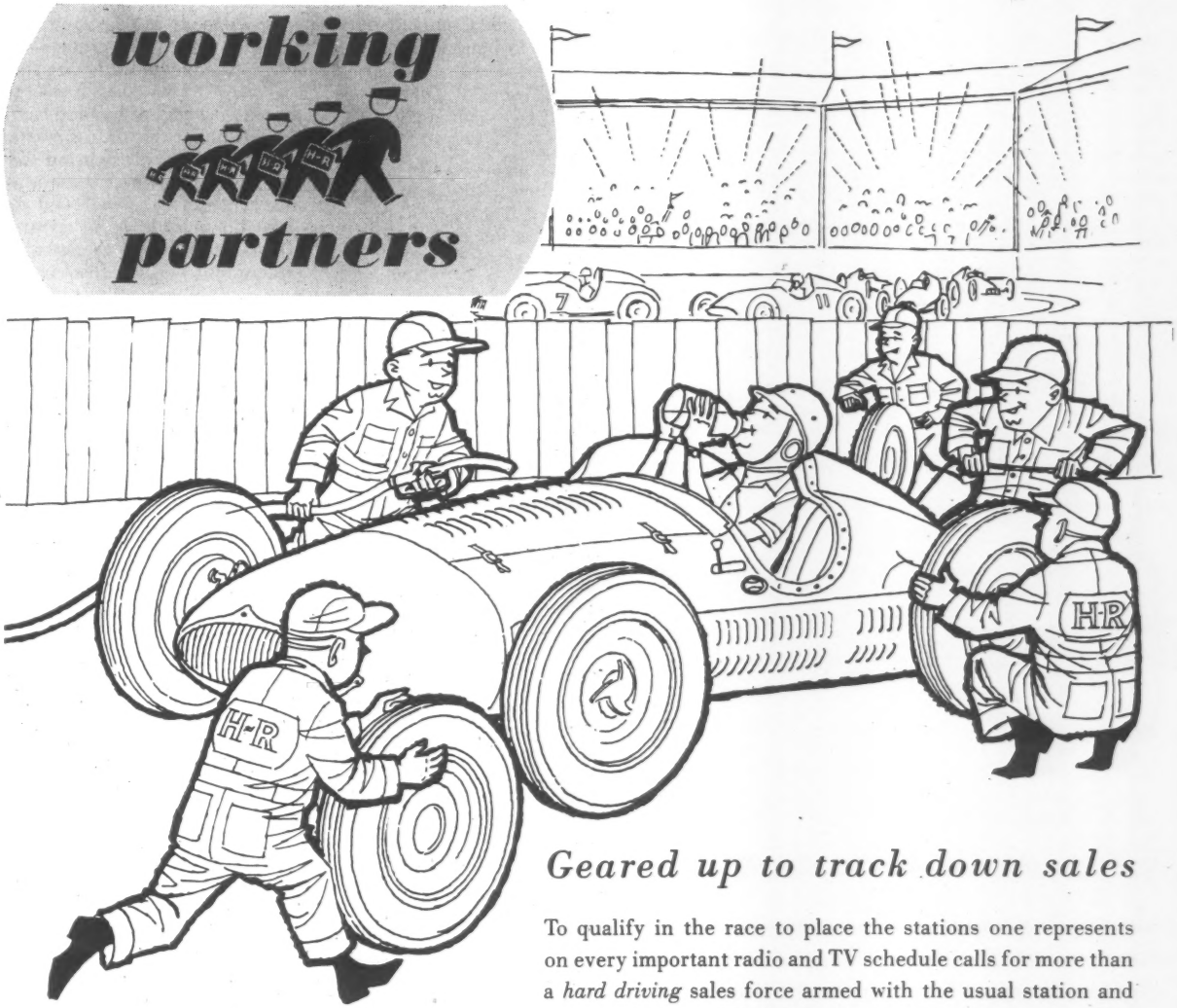
HARRY TENENBAUM

PAUL PELTASON

Mr. Tenenbaum denied that Mr. Jones made any representation to the Commission regarding ch. 36 and professed he had no knowledge of any Mack-Jones talks. He said he first learned the Commission was considering the ch. 36 shift when a commissioner—"I don't remember who"—told him about it in the fall of 1956. Mr. Jones assisted Mr. Oppenheimer in preparing various pleadings and briefs, Mr. Tenenbaum stated in answer to numerous questions as to why Mr. Jones was hired. He also denied that an effort was made to keep Mr. Jones' participation a secret.

Peltason-Tenenbaum Co., an investment firm, has purchased stock in the Boston Herald - Traveler Co. since March 1957, Mr. Tenenbaum stated. A total of 5,949

# working partners




## *Geared up to track down sales*

To qualify in the race to place the stations one represents on every important radio and TV schedule calls for more than a *hard driving* sales force armed with the usual station and market statistics. We believe that every station on our list possesses many inherent qualifications, that are not always obvious, that makes them logical selections by buyers of time.

The research and market study facilities needed to *track* down these hidden, but significant, selling superiorities, has always been an important part of H-R service. Of even greater importance to our stations however, is our ability to take these findings and convert them into extra sales.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION, INC. TELEVISION REPRESENTATIVES, INC.

*. . . We always send a man to do a man's job"*

35 E. Wacker Drive
Chicago 1, Illinois
Financial 6-6440

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

6253 Hollywood Blvd.
Hollywood 28, Calif.
HOllywood 2-6453

416 Rio Grande Bldg.
Dallas 2, Texas
RIverside 2-5148

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5837

1065 Penobscot Bldg.
Detroit 26, Michigan
WOodward 1-4148

1182 W. Peachtree, N. W.
Atlanta 9, Georgia
TRinity 5-9539

DeGeorge Bldg.
3520 Montrose Blvd.
Houston, Tex. JAckson 8-1601

910 Royal Street
New Orleans, La.
JAckson 2-3917

shares have been purchased on the advice of another St. Louis stockbroker, he said, some for the firm and some for customers. He denied ever discussing the Boston ch. 5 case (granted to the *Herald-Traveler's* WHDH) with commissioners or with Robert Choate, publisher of the Boston paper and president of WHDH-AM-TV.

KTVI's affiliation agreement with ABC-TV, signed in December 1956, also was questioned by the subcommittee. Mr. Tenenbaum denied that KTVI assured the network its channel soon would be changed from ch. 2 to ch. 36 during negotiations for the affiliation. He said when the contract was signed, there was no assurance that KTVI would get ch. 2.

The subcommittee will devote this week to the Adams-Goldfine case. Members of the FTC are scheduled to testify today (Monday) with the SEC to be called tomorrow. Also scheduled to appear tomorrow is Mildred Paperman, treasurer for several firms owned by Mr. Goldfine. She appeared under subpoena last Tuesday but refused to furnish records subpoenaed by the subcommittee [AT DEADLINE, June 9]. Rep. Harris gave her a week to reappear with the records or face contempt proceedings. Her counsel, Roger Robb, stated last Wednesday that she would furnish only those records considered "pertinent" to the subcommittee's inquiry.

So far, neither Mr. Goldfine nor Mr. Adams has been linked to the Boston ch. 5 case, although members of the subcommittee have stated privately that such a tie-in will be made. Mr. Lishman said last week that the subcommittee has "even juicier" information in the Adams-Goldfine file than has been released thus far.

Although dates for hearings have not been scheduled, it has been learned the subcommittee has practically completed its investigations of alleged influence and *ex parte* contacts in several other comparative tv cases. These include Boston ch. 5, Miami ch. 7 and Pittsburgh ch. 4. Further hearings also are planned in the St. Louis-Springfield case.

## Heselton, Wigglesworth Say They Don't Plan to Run Again

Two more members of the House, both Republicans of Massachusetts who have been active in broadcasting matters, have announced their retirement at the end of 85th Congress. They are Rep. John W. Heselton, a member of the Commerce Committee and its Legislative Oversight Subcommittee now investigating the FCC (story, page 66), and Rep. Richard Wigglesworth, member of a dissension-wracked select committee which investigated the Commission in 1944.

At that time, Rep. Wigglesworth accused the FCC, White House and others of "obstruction, intimidation and underhand tactics in a continuous attempt to sabotage the work of the committee." In 1948, while chairman of an appropriations subcommittee, he again called for a select committee to investiagte the FCC.

Rep. Heselton joins a long list of Republican congressmen who have announced that they will not seek re-election, and is the third top minority member of the Commerce and Oversight Committees to announce retirement. The other two are Reps. Charles A. Wolverton (N. J.) and Joseph P. O'Hara (Minn.), number one and two ranking Republicans, respectively.

Only one Democratic member of the House Commerce Committee, Rep. Martin Dies (Tex.), has announced that he will not seek re-election. Rep. Dies is not a member of the investigating subcommittee.

## Neuberger Measure Proposes Standards for Congressmen

Sen. Richard L. Neuberger (D-Ore.) Wednesday introduced a bill (S 3979) which would place members of Congress under the same ethical standards imposed on appointed government officials, including members of the FCC.

In a speech delivered at the time the measure was introduced, Sen. Neuberger told the Senate that "we have no right to demand of Presidential appointees any higher standard of morality and ethics than we are willing to set for ourselves." He pointed out that a government official is required to sell stock holdings in corporations doing business with federal departments administered by the official. "Yet, members of the Senate and House can own shares or partnerships of businesses that are directly affected by legislation which these senators or representatives are drafting and voting upon," he said. "As long as these standards are applied to the executive arm of government, then they should apply equally to the legislative arm. . . ."

The senator stated he had some grave reservations about the need for continuance of certain aspects of existing conflict-of-interest statutes. However, he said, the present code will never be reviewed until Congress "swallows some of its own medicine. . . . The inconsistency between the rules which Congress, with a great show of righteousness, applies to executive officials, and its failure to apply identical rules and standards to its own members, undoubtedly has reflected adversely on the reputation of Congress in the public mind."

Possibilities for conflict-of-interest on the part of legislators are created by the "distressing pressure to accept large campaign contributions in order to pay for television, radio and other huge expenses of political campaigning," Sen. Neuberger said.

Under the bill, members of Congress would be barred from representing parties with claims against the government (similar to present restriction on former members of FCC) for two years after leaving office; from carrying on any business with the U. S. government or any state, and would be required to report all outside sources of income and financial interests. If the bill becomes law, the many members of Congress who have radio-tv interests would be forced to sell their holdings.

## EXPENSE BALL PASSED TO JUSTICE

The comptroller general of the U.S. has bowed out of deciding the ticklish question of whether there is anything illegal about a government official having his official travel and expenses paid by private individuals or corporations, it was learned last week.

Joseph Campbell, comptroller general, told Chairman John R. Durfee of the Civil Aeronautics Board, that the law (Sec. 1914 of the U.S. Code) forbidding a government employe from being paid for doing his job by private sources was a criminal statute and therefore it *was* up to the attorney general to determine whether violations have occurred and if so whether to prosecute.

Mr. Campbell made his remarks in a May 20 letter to Mr. Durfee. This was in response to an inquiry by the CAB chairman on the legality of CAB officials, as well as other government officials and congressmen, in accepting invitations to participate as guests in inaugural flights by air lines. Mr. Durfee also raised the question of wives accompanying their husbands on such flights.

The practice of industry paying the expenses of government officials to conventions and other meetings was condemned in one of the charges brought against FCC officials by the House Legislative Oversight Committee earlier this year. The House committee contended the comptroller general ruled that this violated the dual-salary law and that the practice could be considered an "unauthorized augmentation of appropriations." Mr. Campbell's comments in December 1957 were in response to a committee inquiry.

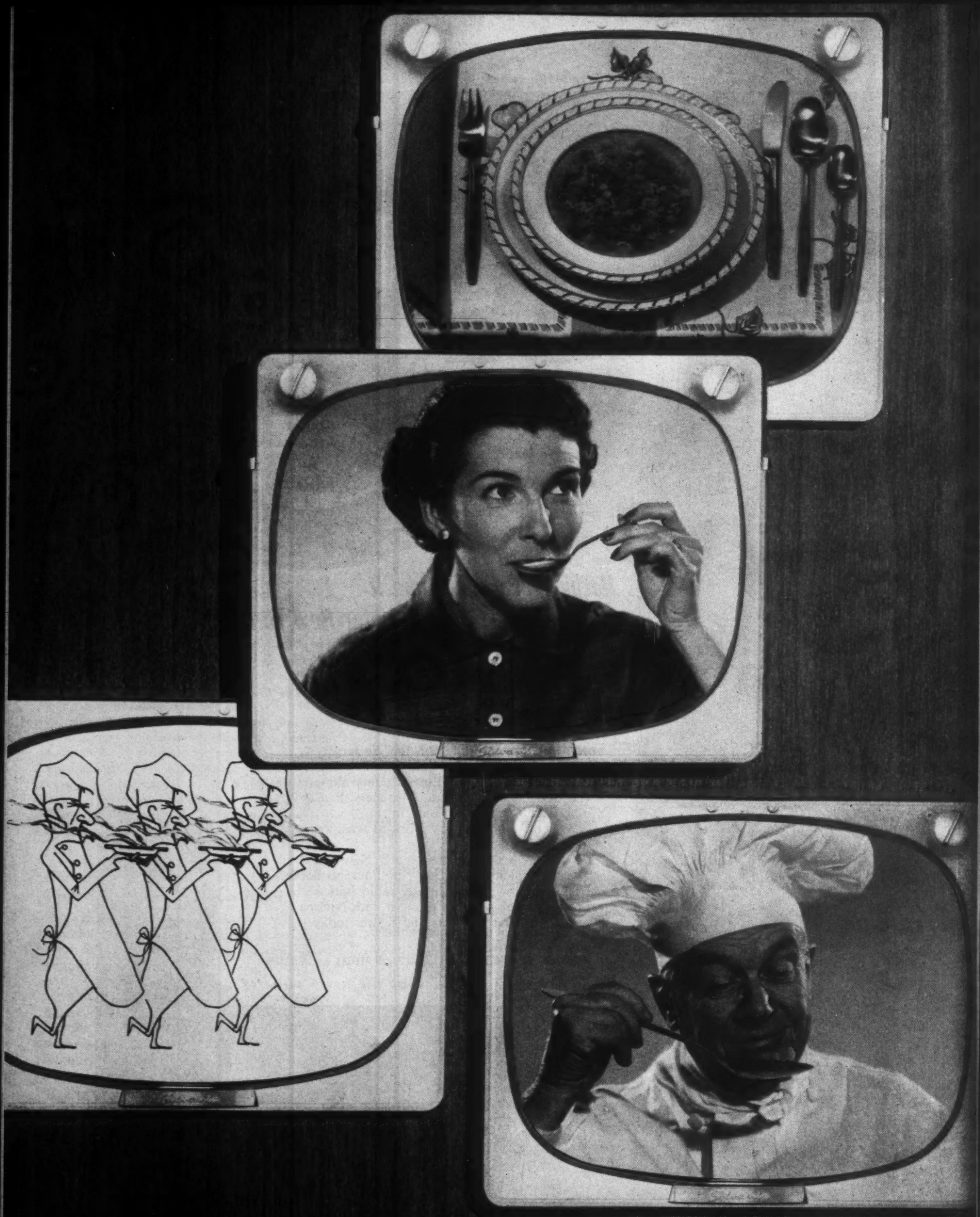
In his latest letter Mr. Campbell referred to a 1922 ruling by the attorney general which held it was proper for an organization to pay travel and expenses of a government official while traveling on duty status.

The Justice Dept. said it had received a copy of Mr. Campbell's letter, but it had no cases pending which raised a question of possible violation of Sec. 1914.

Mr. Campbell's letter, which has been circulated to all government departments and agencies, emphasized that "while in frequent instances during the past we have discussed this particular statute, and on many occasions have cautioned against possible violations of its provisions, we have many times explained that Sec. 1914 is a criminal statute"—and thus enforceable only by the attorney general and the Dept. of Justice. The letter continued:

"We have no authority to make a binding determination as to the proper interpretation of this statute. Therefore any contrary construction of our role in this area is and should be regarded as incorrect."

Great Albums of Music
Great Albums of Music
WVNJ
620
Nothing else quite like it in Greater New York
IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.
IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) it has more listeners than any other radio station not only in New Jersey, but in New York as well.
IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes — by far the lowest cost of any radio station in the market. We can prove it with Nielsen and Pulse. Get the facts and figures today.
RADIO STATION OF The Newark News
national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740
WVNJ
Newark, N. J.— covering New York and New Jersey



Be sure to shoot in COLOR . . . You'll be glad you did

Which gets your vote?

**Professionally speaking,** which in your opinion would sell the most soup? Ask four people—and you'd probably get as many answers! With film, on the other hand, you can *really* pre-test. Test with all the impartial audiences you want, efficiently, economically.

Your commercials on film put you in the driver's seat. You're in control for time and station throughout the land . . . know your message's impact—know it won't be changed. And you can use black-and-white or color . . . There's an Eastman Film for every purpose!

For complete information write to:
Motion Picture Film Department
**EASTMAN KODAK COMPANY**
**Rochester 4, N. Y.**

***East Coast Division***
342 Madison Avenue
New York 17, N. Y.

***Midwest Division***
130 East Randolph Drive
Chicago 1, Ill.

***West Coast Division***
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or

**W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films,
Fort Lee, N. J.; Chicago, Ill.;
Hollywood, Calif.



## Rep. Roosevelt Queries FCC On Station Program Standards

What is the FCC doing to make sure radio stations fulfill their programming obligations? That was the question asked of the Commission last week by Rep. James Roosevelt (D-Calif.) in a letter citing the recent FCC query of several stations' editorials on pay tv [GOVERNMENT, June 9].

Rep. Roosevelt wrote that particularly in "these times of stress . . . all radio stations should be made to completely fulfill the obligations assumed when they obtain their licenses and they should be informed that lip service will not suffice." He asked the FCC if it makes a systematic check of station programming and whether the record is reviewed when a license renewal is considered.

He questioned whether stations throughout the country are "conforming to the seven basic criteria of the FCC. . . . I do believe that the FCC has a definite responsibility to pinpoint the existing violators. . . ." Rep. Roosevelt took a swipe at stations that "just play records for a 24-hour period" at the expense of religious discussions, agricultural material, general news and "a vast number of other fields."

"The question, therefore, arises whether the Commission believes that it has available today sufficient legislative authority to act and (a) if so, whether it is fulfilling this obligation and (b) if not, what enabling legislation it feels necessary to properly fulfill its basic concept," Rep. Roosevelt said in the letter to FCC Chairman John C. Doerfer.

## Tax Extension Passes Hurdle, But Still Faces Senate Fight

The Senate Finance Committee Thursday reported out an Administration-backed measure to extend corporation and federal excise tax levels at present levels for another year. An identical measure already has been passed by the House.

Committee approval of the bill did not come without opposition and a stiff floor fight for excise tax reductions is promised when it comes under full Senate consideration. At Thursday's closed-door session, Sen. Paul Douglas (D-Ill.) attempted to supplant the bill with a $6 billion tax cut proposal as an anti-recession measure. The Douglas move was tabled by a voice vote.

Sen. George Smathers (D-Fla.) has announced plans to propose a tax-reducing amendment (on transportation only) when the bill reaches the Senate floor. Several other senators have called for a reduction in excise taxes, including the 10% on radio and tv sets.

## Florida Supreme Court Hears Appeals in Miami Camera Case

The right of tv stations to take pictures in a courthouse corridor despite a judge's prohibition is at stake in a case before the Florida Supreme Court. The case follows a contempt order handed down in Dade County (Miami) court last November by Judge Vincent C. Giblin.

WTVJ (TV) and WCKT (TV) Miami are appealing the contempt citations against Robert Brumfield and Ben Silver, tv cameramen who were arrested after violating the judge's anti-picture order.

Counsel for the stations argued at a May 29 hearing that the stations had as much right to be in the corridors and to operate their film cameras as newspaper reporters who observed and then wrote stories. They contended the cameras give a faithful version whereas written stories might be distorted.

The stations contended that persons accused of crimes have no right of privacy. On behalf of the attorney general it was argued that a judge has a duty to protect his courtroom from disturbing camera lights and action and to protect a defendant from pictorial exploitation.

## $8.9 Million FCC Bill Okayed By Senate, Sent to Joint Group

The Senate last week approved an FCC budget of $8.9 million for fiscal 1959. This is the same figure voted by the House, but there is a disagreement between the two bodies as to how the Commission is to use a $600,000 increase over the 1958 appropriation.

The House bill stipulates that the extra money is to be used to reduce the backlog in processing radio, safety and special services applications. The Senate-approved measure gives the Commission flexibility in assigning personnel to its workload. Several other independent offices appropriations were included in the bill and it will go to a joint committee for settlement of discrepancies.

The Senate version appropriates $6 million to the Federal Trade Commission, $50,000 more than the figure voted by the House but $25,000 less than recommended by the President. The FCC's $8.9 million is $50,000 below the amount requested for fiscal 1959 by the White House.

## Cecil B. DeMille to Face Hill Labor-Management Hearing

Veteran motion picture producer-director Cecil B. DeMille, an advocate of right-to-work laws since a labor union forced him off the *Lux Radio Theatre* in 1945, will testify today (Monday) at 10 a.m. before the House Subcommittee on Labor-Management Relations.

Mr. DeMille was producer-host for *Lux Radio Theatre* on radio for nine years prior to running afoul of his labor union, then American Federation of Radio Artists. He refused to pay a $1 political assessment demanded by the union and, according to Mr. DeMille, was forced off the program. The ban has remained in force all these years and also has kept him off television, Mr. DeMille maintains. Soon after leaving the radio program, Mr. DeMille organized a foundation bearing his name which has helped to secure right-to-work laws in 18 states.

## NEXT ON HILL GRIDDLE: RATING FIRMS

One of the few uninvestigated phases of broadcasting during the current session of Congress was set for hearings last week when the Senate Interstate & Foreign Commerce Committee scheduled a public airing of radio and tv rating services, beginning June 26.

SEN. MONRONEY

Announcement of the hearings, which will follow by one day windup of the Senate committee's current foray into tv allocations was made Thursday by Chairman Warren Magnuson (D-Wash.). Sen. A. S. (Mike) Monroney (D-Okla.), committee member, long has been pushing for an investigation of the poll takers. James Seiler, director of ARB, will be the lead-off witness. He will be followed by spokesmen for Trendex, A. C. Nielsen Co. and Pulse Inc.

In announcing the hearing, Sen. Magnuson said that a number of complaints about rating services have arisen "giving rise to certain questions as to the possible effect of such ratings upon the program services being furnished the public."

Sen. Monroney, who has written newspaper articles on the alleged effect of ratings on the success of programs, said it "certainly is high time to find out what effect they have on programming." He said a program's rating has become "almost a life and death matter" as to its continuance.

While length of the inquiry has not been announced, the Oklahoma Democrat said the subject is "too important to ignore or confine to one day." He said he could not see how "someone in New York can interview 150 set owners and tell me what I want to watch the next day." Sen. Monroney said he will press for future testimony from the networks, advertisers and agency executives.

The June 26 hearing will center on the mode of operation of rating services, basis of operation, size of sample and how taken, different types of reports made to subscribers, effect on programming, areas covered, criteria in developing methods used and correlation with other services. Also due to play an important role in the hearing: alleged misuse of survey results by individual stations in their advertising and promotion and contests conducted when a station knows that a survey is being taken.

In March 1957, Sen. Magnuson sent a questionnaire to the principal survey firms asking many of the above questions. All have since supplied answers which, it is felt, long since have become outdated.

### Third Vhf for Providence Wiped Aside by Commission

The FCC last week directed preparation of a document which would withdraw all proposals and terminate the proceeding which had contemplated the placing of a third vhf channel in Providence, R. I., by making various channel changes. Providence, which already has vhf chs. 10 and 12, would have been assigned chs. 8 and 13 and ch. 12 would have been moved to New Haven, Conn., among other allocation changes.

The Commission also last week invited comments by July 14 to its proposal to amend the tv table of assignments by changing the uhf channels in Milwaukee from chs. 19, 25 and 31 to chs. 18, 24 and 30; Ludington, Mich., from ch. 18 to ch. 33; Beaver Dam, Wis., from ch. 37 to ch. 51, and Chilton, Wis., from ch. 24 to ch. 31 (both of which are educational). At the same time the FCC ordered the following Milwaukee stations to show cause why they should not shift channels accordingly: WXIX (TV) from 19 to 18, WCAN-TV from 25 to 24, and WFOX-TV from 31 to 30 (the last two stations are not operating). The purpose of this proposal, according to the Commission, "is to avoid present second harmonic interference to the reception of ch. 19 WXIX (TV)."

Also last week, the FCC invited comments by July 14 to a proposal by Community Television Corp. to add ch. 12 to Pembina, N. D., which does not presently have an assignment.

### Court Hears WFMF (FM) Plea Against FCC Multiplex Rule

The first court challenge of the FCC's requirement that fm stations multiplex functional music operations was argued before the U. S. Court of Appeals for the District of Columbia last week.

WFMF (FM) Chicago, which has been in the functional music business since 1949, exchanged arguments with the Justice Dept. (which argued in behalf of itself and the FCC) before Judges Henry W. Edgerton, David Bazelon and John A. Danaher.

The Chicago outlet appealed (1) the FCC's rule-making requiring that functional music (background music, storecasting and transitcasting) be transmitted on a multiplex basis (i.e., on the subcarrier of the same channel it uses for regular broadcasting); (2) the FCC's denial of WFMF's petition for rehearing of the Commission order which turned down various requests asking that the multiplex requirement be deleted or waived until a later date; (3) the FCC's subsequent denial of WFMF's petition for renewal of its authorization to simplex functional music operations.

The FCC has maintained several years that the functional music aspect of fm stations is non-broadcast in nature, but has allowed simplexing up to this year because of difficulties in developing multiplexing equipment and for other reasons, including station financial troubles. All fm outlets simplexing functional music have had to make individual requests since last March 1 for short extensions, first showing they are taking steps to convert to multiplexing.

### FCC Instructions Revised: 770 Kc to Retain 1-A Status

The FCC last week announced that it is amending its instructions to staff in the preparation of documents affirming an examiner's initial decision in the nearly two decade old KOB Albuquerque-WABC New York battle over the 770 kc frequency [GOVERNMENT, June 9]. Hugh B. Hutchison's initial decision had recommended that 770 kc be changed from a 1-A to a 1-B frequency with unlimited time and 50 kw for KOB and WABC, which would both use mutually protective directional antennas.

The amendment announced last week concerns the previously-issued instructions to eliminate the proposed reclassification of 770 kc from Class 1-A to Class 1-B. Under the revised instructions this channel will retain its 1-A classification.

The Commission points out that the "1-A classification will facilitate preservation of the degree of protection against interference from stations in other countries provided for by international agreements on this subject."

### Tampa Area Tv Applicants Seek Waiver of Minimum Separation

Five of the six applicants for ch. 10 at St. Petersburg-Tampa, Fla., have laid down their hatchets long enough to ask the FCC to waive minimum mileage requirements and let the winner build his transmitter 185 miles from co-channel WPST-TV Miami.

The five applicants have the backing of the Washington Airspace Panel, which asked the FCC to allow the St. Petersburg-Tampa ch. 10 transmitter to be located on an antenna farm south of Tampa where the transmitters of two tv stations are already.

This antenna farm is 185 miles from the WPST-TV transmitter—35 miles less than the minimum mileage co-channel separation requirement of 220 miles established by the FCC for Zone III (the Gulf Coast area) in the Sixth Report & Order. This is the biggest difference in mileage requirements that any tv applicant has asked to be waived since the Sixth Order was issued.

The five applicants are City of St. Petersburg (WSUN-TV), Suncoast Cities Broadcasting Corp., WTSP-TV Inc. and Bay Area Telecasting Corp., all St. Petersburg, and Tampa Telecasters Inc., Tampa. Florida Gulfcoast Broadcasters Inc., which originally specified St. Petersburg, has amended its application to specify Largo, Fla., and did not join the other applicants in the joint request to the FCC.

The FCC allocated ch. 10 to the Tampa-St. Petersburg area on June 3, 1957, specifying an area 24 miles north of Tampa and 33 miles north of St. Petersburg. All the applicants proposed tower heights over 900 feet. This height has been disapproved by air-

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Hooper proves it...WNOE is second between 7 and 9 a.m. and 4 and 6 p.m. (Feb.-May 1958). And WNOE's audience has increased 69% in the morning, 76% in the afternoon in the last seven short months!

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space groups, as have maximum proposals by the five petitioning applicants of 849 feet which they feel is necessary to serve both Tampa and St. Petersburg with a city grade signal. The Washington Airspace Panel set a minimum height of 549 feet above sea level, which was agreed to by Florida Gulfcoast Broadcasters when it specified Largo.

The five other applicants maintain that a waiver of the minimum separation requirements would result in a total interference loss of service to only 2,600 persons from both the Miami and Tampa-St. Petersburg ch. 10 stations because the interference area is mainly "swampy land, which will never be occupied by any substantial number of people."

All five say that if the FCC denies such a waiver they will amend to specify Largo with 549 feet, although they do not believe a Largo station can give a city grade service to both Tampa and St. Petersburg, as they feel was intended by the FCC.

Hearings on the competing applications are scheduled to begin July 28.

## KLAS-TV Microwave Approved

The FCC last week approved an application by KLAS-TV Las Vegas, Nev., for a private, $30,000, three-link microwave relay system to bring in CBS-TV programs from KNXT (TV) Los Angeles. KLAS-TV, which expects to complete construction in 30 days, received CBS programs over one of the two AT&T circuits to Las Vegas until April 29, when ABC-TV exercised pre-emption rights to make the line available fulltime to its Las Vegas affiliate, KSHO-TV, newly on the air. NBC-TV had used the other AT&T circuit to feed programs to affiliate KLRJ-TV Henderson (Las Vegas).

KLAS-TV has been broadcasting CBS-TV programs on a delayed basis since ABC-TV took over the AT&T circuit.

## Final Charleston Tv Grant Closer

An initial decision recommending affirmation of the FCC's grant August 1957, of ch. 4 in Charleston, S. C., to WTMA-AM-FM there was issued last week by FCC Hearing Examiner Thomas H. Donahue. The FCC designated the case for hearing Sept. 25, 1957, on a protest by WUSN-TV Charleston, on issues of WTMA's financial qualifications to build and operate the tv station.

## FCC Approves Storer Renewals

The licenses of Storer Broadcasting Co. stations in Miami (WGBS-AM-FM) and Atlanta (WAGA-AM-FM-TV) were renewed last week after being held up pending explanations by Storer of FCC queries about editorializing on the subject of pay television. Comr. Robert E. Lee, although voting to renew, maintained that the FCC should write a letter to Storer similar to that sent the previous week to WAPI, WAFM (FM) and WABT (TV) Birmingham [GOVERNMENT, June 9]. The FCC letter to the Birmingham stations indicated they could have been more fair in broadcasting a discussion on pay tv.

## Court Hears WTVO (TV) Appeal From Madison Allocation Action

Arguments were held Thursday before the U.S. Appeals Court for the District of Columbia on an appeal by WTVO (TV) Rockford, Ill., against the FCC's 4-3 decision in 1957 to drop its plans to make Madison, Wis., 55 miles north, an all-uhf market by deintermixture.

The Rockford uhf outlet (ch. 39) argued that the Madison deintermixture case was similar to cases in Peoria and Springfield where the FCC did deintermix and was sustained by the courts. The original FCC rule-making proposal was to swap Madison's educational reserved ch. 21 (WHA-TV) for its only vhf, commercial ch. 3 (WISC-TV), or to shift ch. 3 to Rockford for use as a commercial facility in place of WTVO's ch. 39.

The FCC said last week it decided not to make ch. 3 an educational assignment because "the history" of educational tv in Wisconsin showed "little likelihood" that necessary public funds could be acquired for WHA-TV to move from uhf to vhf.

The Commission decided against moving ch. 3 to Rockford, it was explained, because this would have created substantial "white areas" in the rough terrain north and southwest of Madison which could not have been served by uhf. Besides that, the FCC said, the Madison commercial uhfs would have been put in competition with "at least one and possibly two" Rockford vhfs instead of one Madison vhf.

WISC-TV, as intervenor, supported the FCC in its arguments last week before Judges Wilbur K. Miller, Thomas Washington and Warren E. Burger.

The FCC said a key factor making the Peoria and Springfield cases different from the Madison case was that the problem was not as significant in the former cases because the "entire area" was flat in each instance and thus "highly favorable for optimum uhf propagation."

## Denton Ch. 2 Petitions Denied

Petitions to make non-commercial educational ch. 2 in Denton, Tex., available for commercial tv were denied last week by the FCC, which said such an action would "frustrate" the efforts of educators to build an educational tv facility in Denton. Gregg Television Inc., Longview, had asked that ch. 2 be deleted from Denton and reassigned to Longview for commercial use, with substitution of ch. 71 in Denton. Harwell V. Shepard of Denton asked that ch. 2 be made commercial and that ch. 17 there be reserved for educational use.

## Daytime Reply Deadline Extended

The date for filing reply comments in the FCC's proposed rulemaking on daytime broadcasting was extended last week from June 18 to July 21. Daytime Broadcasters Assn. had asked extension to July 21 and Storer Broadcasting Co. had asked extension to July 2. Both DBA and Storer cited the need for extra time to study comments filed May 19 [GOVERNMENT, May 26, 19].

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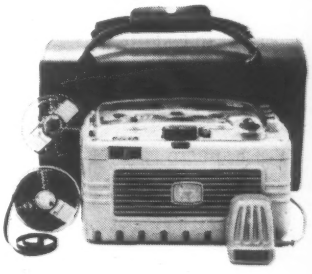

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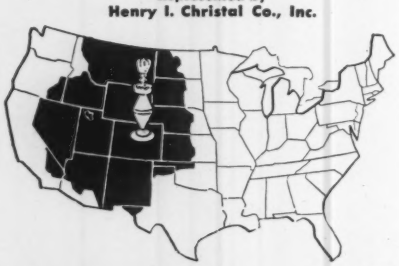

B-6/58

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# CATV BACKFIRE LIT AT CAPITOL

- **300 operators rally at Washington convention**
- **No time lost in retaliating against NAB fight**

Community television operators—300 strong—rallied in Washington last week and lit a backfire on Capitol Hill against television broadcasters.

The occasion was the seventh annual convention of the National Community Tv Assn. It was held in Washington just two weeks after a group of western broadcasters opened fire on CATV systems before the Senate Commerce Committee and six weeks after the same telecasters generated serious NAB consideration of the situation [GOVERNMENT, June 2; LEAD STORY, May 5].

Small market broadcasters, mainly from Montana, Wyoming and Idaho, charge that unregulated cable antenna operations threaten local tv stations and endanger the tv allocations plan.

The entire first day of the NCTA meeting was given over to a call to arms by officers of the association. They urged members to acquaint their senators and congressmen with the CATV side of the controversy.

Item: All of Tuesday afternoon was devoid of formal meetings so NCTA members could call on senators and congressmen. They did.

Item: Late Thursday afternoon, a cocktail party was given with senators and congressmen and members of the FCC as principal guests.

Liaison with the opposition was not overlooked. A small group of community tv operators, including some who are also broadcasters, met with NAB President Harold Fellows and NAB Government Relations Manager Vincent Wasilewski.

Mr. Fellows, it is understood, iterated NAB's position that microwave relays bringing distant tv signals into a small communities are unfair competition to the local broadcasters, and that CATV operators should be required to secure permission to receive and distribute a station's broadcasts on a property right basis.

The CATV operators also heard FCC Chairman John C. Doerfer inveigh against pressures—including those from congressional committees—and imply what some cable operators considered a reaffirmation of his views on community tv regulation (that the FCC has no jurisdiction, doesn't want jurisdiction, and that competitive protection for broadcasters is against the public interest).

Speaking extemporaneously, Mr. Doerfer said he thought the FCC would stand firm against pressures, but that it would have an open mind in its review of the CATV question.

Arthur A. Gladstone, FCC Common Carrier Bureau official, explained the "deep frost" now in existence at the FCC on common carrier microwave grants to feed CATV systems.

He said applications for CATV common carrier relays are being accepted and processed at the FCC, but no grants are being made until the Commission comes to a decision on its study of the CATV situation. Existing grantees can build and begin operating, he said, and existing microwave systems can make minor changes (but none significant enough to change the system seriously—like adding a new point to be serviced, or adding a new customer).

Last month the Commission issued a notice of inquiry into the scope of community tv operations and the FCC's legal right to assert jurisdiction. The 14 questions propounded included the matter of CATV operations and their effect on telecasting and the status of CATV microwave relays and their impact on local broadcasting [GOVERNMENT, May 26]. The Commission asked for answers by June 27.

NCTA members also heard the association's general counsel, E. Stratford Smith, review the history of regulations and the events of the last few years which culminated in Senate hearings earlier this month.

He scoffed at arguments that CATV operations could be regulated, lashing out also at broadcasters who, he said, are trying to "regulate cable companies out of existence" so that they can enjoy local monopolies.

Mr. Smith referred to allegations in the Kalispell, Mont., situation as false, but said that the Tyler, Tex., problem was real and should be corrected.

In Kalispell, KGEZ-TV went dark early in May, with the station complaining that it could not compete against the local CATV system. The local cable operator, owning a minority interest in KGEZ-TV, charges that the complete story was not told.

In Tyler, KLTV (TV) has asked the FCC

## LIKELY LOBBYISTS

To a CATV operator who is a fairly big frog in the smaller ponds of America (Liberal, Kan.; Montgomery, Pa.; Salidas, Colo.; Rogers, Ark., are some samples), playing the game of Washington lobbying was a great adventure. For amateurs, they didn't do so badly either. Most got to their congressmen easily enough, and many even got the ear of their senator, or at least his administrative assistant. But, even among neophytes there are some who have the savvy—either innately or professionally—and they made the cocktail party pay off.

Among those present at the NCTA cocktail party (billed as a "reception and demonstration") were Sens. Lyndon Johnson (D-Tex.), majority leader; Mike Mansfield (D-Mont.); Estes Kefauver (D-Tenn.); Reps. Lindley Beckwith (D-Tex.); Carroll D. Kearns (R-Pa.); John Bell Williams (D-Miss.); FCC Comrs. T. A. M. Craven, Frederick W. Ford and John S. Cross; congressional aides and secretaries, and FCC staff members.

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58 counties which include five rich metropolitan markets when you buy WCIA, Channel 3—the only single medium covering Central Illinois and Western Indiana.

WCIA, Channel 3 puts more than 1,912,300 (NCS#2) prospective customers in the palm of your hand. It places an effective buying income of $3,202,074,000 at your fingertips!

You can reach more people in this rich area through WCIA—covering the entire area between three "must buys", Chicago, St. Louis, and Indianapolis.

| | |
|---|---|
| Total families | 598,000 (NCS#2) |
| Retail sales | $2,201,011,000 |
| Total TV homes | 390,382 (TV Mag. Mar. '58) |

## 45TH TV MARKET

**WCIA Channel 3** *Official* CBS *Outlet for*

**CHAMPAIGN, ILL.**

Champaign-Urbana
Bloomington
Springfield
Danville
Decatur

George P. Hollingbery, Representative

## ALL CHANNELS LEAD TO CUMBERLAND

J. Holland Rannells began his Cumberland, Md., CATV operation seven years ago, in 1951. He now has more than 10,000 subscribers to his five-channel system, feeding them the four Washington, D. C., stations on a 100-mile off-the-air pickup.

Some years ago, Mr. Rannells tried originating local programs on his vacant fifth channel, but he didn't fare too well. First the operation of studio facilities encompassed more than he was willing to spend. Secondly, local merchants failed to flock to the new advertising medium in sufficient numbers. He dropped local programming.

He has just set up a new method of using that vacant channel. He has made arrangements with three nearby tv stations so that they can feed their programs into Cumberland (and sell time to Cumberland merchants too). He hopes they will include items of local interest in their segments. The stations are WJAC-TV Johnstown, Pa., ch. 6, 50 miles away, sign-on to noon; WSVA-TV Harrisonburg, Va., ch. 3, 85 miles away, noon to 8:30 p.m.; WFBG-TV Altoona, Pa., ch. 10, 60 miles away, 8:30 p.m. to sign-off. The new system began last Monday.

He also plans to intersperse these programs with special sports programs not carried on Washington stations from these stations and others like KDKA-TV Pittsburgh, ch. 2 and WGAL-TV Lancaster, Pa., ch. 8.

to prohibit a microwave service aimed at bringing Dallas-Fort Worth signals into its four-city area. The tv station had its rate cut by CBS from $225 to $50 presumably because of cable connections which reduced its viewing potential. The cable system not only carries three Dallas-Fort Worth stations, but also a Shreveport, La., station. KLTV is also carried on the cable system, but charges that its picture is degraded because the CATV operator has changed its signal from ch. 7 to ch. 6.

George J. Barco, Meadville, Pa., cable operator and president of NCTA, told association members that there is no legal basis for regulation of CATV operations or a prohibition from operating in competition with broadcast stations. He declared that CATV systems bring multiple tv signals to areas where tv is not easily available. He said CATV now reaches 1.5 million people.

Mr. Barco said that demands for regulation of antenna operations come from "a few small broadcasters whose concerns were either insufficiently capitalized or had inadequate markets to support their stations."

Other highlights:

• Sen. J. W. Fulbright (D-Ark.) called on cable operators to use their facilities for closed-circuit educational tv. He said the use of CATV could alleviate the problem of teacher shortages.

It is understood that there are a number of CATV operations with educational tie-ins. Among them are Fayetteville, Ark.; Pocatello, Idaho; Ithaca, N.Y., and Ellensburg, Wash. In general the school institutions originate the programs with their own cameras and studio gear and feed the signals into the cable companies which deliver them via wire to receivers in both schools and homes.

• Means to feed subscribers locally originated background music service, on unoccupied CATV channels, or on channels where the relayed station does not begin operating till late in the day, were offered to CATV operators by Muzak Corp., New York; Alto Fonic Music Systems Inc., Palo Alto, Calif.; and Background Music Mid-State Corp., Syracuse, N.Y.

Muzak and Alto Fonic offered tape libraries. Background Music offered its Beam-Cast system in upper New York state where it owns fm stations WBNY-FM Buffalo and WDUS-FM Syracuse. The stations are already serving several cable companies in these areas. The cable companies are paid for this service to Beam-Cast clients.

• An automatic picture and sound generator, utilizing the flying spot scanner principle, for originating 35-mm slides was shown by B&K Manufacturing Co., Chicago. The generator includes a slide unit capable of holding up to 28 transparencies. It is also capable of being joined with a tape playback mechanism which is used to provide the aural portion of a commercial message and which changes slides automatically through sub-audible tones.

B&K advertised the generator at $895 to transmit special announcements or spot advertising in video and audio "when tv stations are off the air, or during station breaks. . . .

• New equipment shown at the manufacturers' exhibit held in conjunction with the convention were (1) Jerrold Electronics Corp.'s new 12-channel wideband rf amplifier, with push-pull output stage, $495; all-band cascader covering 12 channels plus fm band, priced at $285; (2) Westbury Electronics Corp.'s transitorized rf amplifier in a 13¼ x 3¾ x 4¼-in. metal case, using 2.5 w from line, delivering 30,000 microvolts for each of five channels, with 45 db gain. Amplifier includes an emergency battery which will run for 30 hours if outside power fails. Price: $325; (3) Entron Inc., Bladensburg, Md., showed a new remote transformer ($29.50-$64.50) and a new remote amplifier ($160-$225).

• NCTA's convention also held meetings on radiation, public and community relations, direct mail selling, translators, advertising and sales, legal and other matters.

CATV systems pick up regular tv signals and feed them via cable lines to the homes of subscribers. Subscribers pay from $3 to $11 per month for this service plus, in many cases, a $100-$150 connection charge. There are about 600-700 such systems in existence, serving from a few hundred to 10,000 customers.

### CATV Assn. Elects Calhoun

Lloyd A. Calhoun, Hobbs, N. M., community tv operator, was elected president of the National Community Tv Assn. at its convention in Washington last week. Mr. Calhoun, whose system serves about 3,000 homes with signals from Roswell, N. M., and nearby Texas tv stations, succeeds George J. Barco, Meadville, Pa. Other officers elected: A. L. Malin, Laconia, N. H., vice president; W. Randolph Tucker, Clarksburg, W. Va., secretary; Clive Runnells Jr., Houston, Tex., treasurer. A new board member elected was Charles Clements, Waterville, Ore.

**IN** *attendance at the NCTA convention in Washington last week were eight broadcasters who are also cable antenna operators. They are (seated, l to r): Bruce Hamilton and Archer Taylor, both with KBTK Missoula and KGEZ Kalispell, Mont.; Stan Stephens, KOJM Havre, Mont., and A. J. Malin, WWNH Rochester, N. H. Back row, standing (same order): Robert S. McCaw, KLOQ Yakima and KALE Richland, Wash.; Paul McAdam, KPRK Livingston, Mont.; Larry Boggs, KWTV (TV) Oklahoma City, Okla., and Martin F. Malarkey Jr., WRTA Altoona, Pa.*

## Webb, Cominos Elected 4A Regional Chairmen

James D. Webb, chairman of the board of C. J. La Roche & Co., New York, and James G. Cominos, vice president and radio-tv director of Needham, Louis & Brorby, Chicago, have been elected chairmen of the eastern and central regions of American Assn. of Advertising Agencies, respectively.

Other officers elected in the eastern region were: Wallace W. Elton, vice president of J. Walter Thompson Co., to vice-chairman and John Mather Lupton, president of John Mather Lupton Co., to secretary-treasurer.

Governors for the region, in addition to the officers are: George I. Chatfield, executive vice president, William Esty Co.; A. W. Fargo Jr., vice president, Charles W. Hoyt Co.; Henry O. Pattison Jr., vice chairman of the board, Benton & Bowles; Sidney M. Weiss, president, Lewin, Williams & Saylor.

Chairmen of the five local 4A's councils in the region are also governors, *ex officio,* as follows: Joseph Katz, president, The Joseph Katz Co., Baltimore, Chesapeake Council; Lendell A. Layman, president, Henry A. Loudon Adv., Boston, New England Council; L. E. McGivena, president, L. E. McGivena & Co., New York Council; Allen C. Smith Jr., president, Aitkin-Kynett Co., Philadelphia Council; and Robert C. Lowe Jr., partner, Lowe & Stevens, Atlanta, Southeast Council.

Newly elected vice chairman of the central region is Larry Wherry, president, Wherry, Baker & Tilden. Alexander H. Gunn III, vice president of J. Walter Thompson Co., Chicago, has been re-elected secretary-treasurer.

Central Region governors are: George J. Callos, president, Klau-Van Pietersom-Dunlap, Milwaukee; William A. Marsteller, president, Marsteller, Rickard, Gebhardt & Reed, Chicago; Milton H. Reynolds, partner, Allen & Reynolds, Omaha; and Richard W. Tully, vice president, Foote, Cone & Belding, Chicago.

Five local council chairmen for the region, also serving as governors, *ex officio,* are: Joseph M. Greeley, vice president in charge of marketing, Leo Burnett Co., Chicago Council; Theodore Fremd, vice president, Harold Walter Clark, Denver, Rocky Mountain Council; Marvin McQueen, vice president, D'Arcy Adv. Co., St. Louis Council; Morris Hite, president, Tracy-Locke Co., Dallas, Southwest Council; and Robert W. Stafford, executive vice president, Knox Reeves Adv. Minneapolis, Twin City Council.

### Western Agencies Elect Mays

Roderick A. Mays, president, Mays & Co., Los Angeles, has been elected president of Western States Advertising Agencies Assn. for the coming year. Other 1958-59 officers: Jack Johnstone, Guerin, Johnstone, Jeffries Inc., Los Angeles, first vice president; Stan Brown, General Advertising Los Angeles, second vice president, and Carl Falkenheimer, Carl Falkenheimer Adv., Los Angeles, secretary-treasurer.

**HARRY HOTH,** KRDO-AM-TV Colorado Springs, new president of the Colorado Broadcasters & Telecasters Assn., is congratulated by W. D. Rogers Jr., KDUB-AM-TV Lubbock, Tex., one of the speakers at the state group's meeting [TRADE ASSN., June 9]. Left to right: Robert H. Dolph, KFTM Fort Morgan, past president; James A. McKenna, Washington attorney; Mr. Hoth; Mr. Rogers; Revill Fox, president of Revill Fox Advertising Co., Denver, and Ralph Radetsky, KOA-TV Denver.

# FILM MEN HOST SESSION ON VTR

As part of its "Tv Commercials Showcase" conducted for advertising agency executives in New York last Thursday, the Film Producers Assn. of New York presented a panel discussion on the application of videotape to television commercials. Almost 400 agency and film producer personnel attended the session.

Stephen Elliot, partner in Elliot, Unger & Elliot, served as moderator during the panel session, which featured Martin Ransohoff, president of Filmways Inc.; Walter Lowendahl, president of Transfilm Inc.; Saul Jeffee, president of Movielab Film Labs Inc.; Chris Valentine, director of radio-tv commercial productions for McCann-Erickson in New York; William Trevarthen, director of engineering operations for ABC and William Unger, partner in Elliot, Unger & Elliot. Panelists were asked by Mr. Elliot to reply to a question he posed covering the ramifications of videotape.

Mr. Ransohoff asserted that videotape will not replace film, as television will require the use of both forms. But he said that as a producer of commercials, his firm had invested in videotape equipment because there will be an increasing use of vtr for live programming. Accordingly, he said, he foresees on expanding utilization of tape for commercials. He offered the opinion that a tape commercial inserted on a live tv program lessens the possibility of a fluff and still retains the quality of a live commercial.

Mr. Unger replied to a question on the possibility of achieving special effects on tape, as is common in film. He acknowledges that technical considerations at present are such that the special effects on film cannot be duplicated on tape but said research now underway will enable vtr "within the next two years to achieve many of the effects." Mr. Unger conceded that some of the film effects probably will not be attained at all through tape, but suggested that some of the effects that are likely to be achieved through vtr will be beyond the reach of film.

Mr. Jeffee, as a representative of the film laboratory industry, was asked if videotape would affect the film business seriously. He expressed the belief that there "is room for both tape and film in television," as there has been "room for live and film shows up to now." Mr. Jeffee added that many of the film service companies are improving their facilities so that they may offer quality film to their clients.

Mr. Lowendahl, who heads FPA's labor relations committee, reported that contracts with unions have been formulated to keep independent producers (FPA members) competitive with networks and stations, which also will be producing tape commercials. He noted that FPA holds a contract with the Screen Actors Guild covering actors, but cited the upcoming hearings before the National Labor Relations Board (see page 50) between SAG and the American Federation of Television & Radio Artists as moves that might resolve the tug-of-war between the two unions over videotape.

Mr. Trevarthen said there is no problem involved in placing on the network a tape produced on the outside by an independent producer. In a reply to a question, he said there is only "a slight difference" in the quality of a copy of a videotape from the original but conceded that, with the production of two, three or four copies, there is "a degrading" of the quality. He said "technically" tape can be edited but acknowledged it is not easy to keep the sound and picture in synchronization.

Mr. Valentine indicated that McCann-Erickson was "very high" on tape because of "the high quality of the picture and the sound, the speed of playback and the economy." He estimated that a one-minute videotape commercial costs about one-half of its film counterpart. By shooting four tape commercials during a day, a company

saves from 15% to 25% of the cost of shooting the four commercials over four days, Mr. Valentine reported. He said the agency has been producing 30% of the Westinghouse commercials on VTR over the past several months.

Preceding the discussion, FPA screened 35 film commercials produced during the past year by FPA members.

## Canon 35 Often Disregarded, Texas UP Broadcasters Told

The American Bar Assn.'s anti-broadcast code (Canon 35) has little significance in Texas, delegates to the Texas United Press Broadcasters Assn. were told at their meeting held over the June 8 weekend in San Angelo.

Homa S. Hill, Fort Worth attorney and chairman of the State Bar of Texas public information committee, said there are "few attempts to enforce the canon in the state."

Harry Van Slycke, KITE San Antonio, was elected president of the group succeeding David Smith, KVET Austin. Other officers: Stan McKenzie, KWED Seguin, first vice president; Tom Matts, KTEM Temple, second vice president; Joe Treadway, KPEP San Angelo, third vice president.

Awards were presented to Tom Matts, KTEM Temple, best feature story; Walter Vaughan, KRRV Sherman, best news story. Awards for most stories, by population group: KLIF Dallas; KEYS Corpus Christi; KWFT Wichita Falls; KTEM Temple; KADO Marshall.

## SMPTE Names Foreign Chairmen

The Society of Motion Picture & Television Engineers announced last week the designation of national regional chairmen for countries outside the United States and Canada. These chairmen are expected to stimulate the flow of technical papers from foreign nationals for publication in the society's *Journal*. Countries in which regional chairmen were appointed are Argentina, Brazil, Colombia, Mexico, Venezuela, Denmark, France, Germany, Great Britain, Italy, The Netherlands, Sweden, Switzerland, India, Japan, Philippines, Australia, and New Zealand.

## Adams Moves to NAB Tv Board, Sugg Replaces on Radio Board

Changes in the NAB Radio and Television Boards were announced last week as Frank M. Russell, NBC Washington vice president who resigns his post effective July 11, completes 28 years continuous service as a director of the association. Mr. Russell becames NBC's consultant in Washington with a five-year contract.

David C. Adams, NBC executive vice president and a member of the NAB Radio Board, moves to the Tv Board as the network's replacement for Mr. Russell. P. A. (Buddy) Sugg, who joined NBC recently as vice president for owned-stations, replaces Mr. Adams on the Radio Board.

NAB's combined boards meet in Washington this week [TRADE ASSOCIATIONS, June 9], with a number of new directors attending their first meeting. They will be given an advance briefing today (Monday) at NAB headquarters.

Among radio station directors attending their first meeting are J. M. Higgins, WTHI Terre Haute, Ind.; Joe D. Carroll, KMYC Marysville, Calif.; Robert J. McAndrews, KBIG Avalon, Calif., and Frederick A. Knorr, WKMH Dearborn, Mich. Dwight W. Martin, WAFB-TV Baton Rouge, La., is a new member of the Tv Board as is G. Richard Shafto, WIS-TV Columbia, S. C., who rejoins NAB's directing body. Mr. Shafto has served a number of terms in past years and is a past chairman of the NAB Tv Code Review Board.

The NAB Community Antenna Committee meets today, on the heels of last week's convention of the National Community Television Assn. in Washington (see page 76). The committee will consider the question of broadcasters' property rights in the programs they originate, plus possible competition to broadcasting from the 600,000 homes receiving community tv service.

NAB finance and convention committees will meet Tuesday.

## LAB Opposes La. Music Bill

Louisiana broadcasters have voiced opposition to a House bill (281) that purports to prohibit ASCAP, BMI, SESAC and other copyright groups from imposing any charge on any radio or tv station for the use of music in the state. Kierrell Hamm KLFY-TV Lafayette, president of Louisiana Assn. of Broadcasters, said the legislature's bill doesn't prohibit copyright owners from refusing permission to stations to perform their music publicly for profit. The net effect, he said, either prohibits stations from using music or requires them to pay fees to "countless thousands of copyright owners." This, he contends, would increase the cost of music.

## Texas U. Engineering Unit To Analyze TASO Findings

The U. of Texas' Bureau of Engineering Research will analyze uhf and vhf propagation data which has been collected by the Television Allocations Study Organization and those working with TASO, Dr. George Town, TASO executive director, announced last week.

Heading the project will be Dr. Alfred H. LaGrone, associate professor of electrical engineering at the university, who is organizing a group to work with him on the task. Dr. A. W. Straiton, director of the university electrical engineering research laboratory, will have general supervision.

Groups which have taken field strength measurements, upon which will be based new propagation curves applicable within the service range of television transmitters, include Assn. of Maximum Service Telecasters, CBS-TV, Westinghouse Broadcasting Co., the FCC and individual uhf and vhf stations and their engineering consultants. TASO Panel 5, on analysis and theory, is responsible for analysis of the data and the U. of Texas work will be one part of Panel 5's activities.

Financing of the U. of Texas phase will come from industry contributions and the TASO board of directors recently began a drive to raise a special fund of $75,000 to $100,000 to finance the U. of Texas project and other technical tasks planned by TASO. More than $58,000 already has been contributed by the broadcast industry, including the three tv networks.

## Anti-Pay Tv Veterans Expand

American Citizens Television Committee Inc., formed by officials of several veterans organizations in November 1957 to oppose pay tv, last week announced it is asking for individual memberships and will begin publishing a newsletter next fall. The organization (address: 1000 Connecticut Ave., N. W., Washington 5, D. C.) said it is stepping up its activities to find ways to improve tv programming to forestall "the pay-tv promoter."

## AFA Takes Ad Topics to 'Summit'

Invitations have been sent by the Advertising Federation of America to 5,000 top management executives of the U. S. advertising industry to attend a "summit conference" this summer at which only 150 may participate. It is styled the "first" National Institute for Advertising Management, Agencies and Media and will be held Aug. 18-23 at Michigan State U.'s Kellogg Center, East Lansing, Mich. Dean Gordon Sabine,


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ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

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College of Communication Arts, and John W. Crawford, advertising lecturer, school of journalism, are organizing the "faculty" for the institute. It will probe such topics as "Changing Patterns in American Society," "The New World of Science" and "Advertising's Responsibility in Foreign Affairs."

## Ackerman Successor to Sullivan In National Academy Presidency

Harry Ackerman, vice president in charge of production, Screen Gems, has been elected president of the National Academy of Television Arts & Sciences for a one year term of office beginning June 1, it was announced last week by Ed Sullivan, retiring president. Robert F. Lewine, NBC-TV vice president for network programs, was elected first vice president. Mr. Ackerman and Mr. Lewine are presidents of the Los Angeles and New York chapters of the academy, respectively.

Mr. Sullivan announced the election of Sheldon Leonard, producer of CBS-TV's *The Danny Thomas Show,* as second vice president; Walter Cronkite, host of CBS-TV's *Twentieth Century,* secretary, and Loren Ryder, head of Sound Studios, treasurer.

Other Academy officers re-elected to New York and Los Angeles boards of governors for a two-year period: William J. Bratter, Evelyn F. Burkey, W. Fenton Coe, Mr. Lewine, Mr. Sullivan, Wayne Tiss, Henry S. White and Jane Wyatt. Newly elected for two year terms were Lou Edelman and Paul Weston.

## EIA to Publish Complete List Of World Frequency Assignments

Frequency assignment lists will be published by Electronic Industries Assn. for general circulation. Fourteen separate lists will detail frequencies in numerical order, showing date of issue and call signs, geographical locations by town or city and state, coordinates in longitude and latitude, and technical information as to emission and power.

In announcing the spectrum project, EIA said the association's participation will be on a non-profit basis. It explained FCC is unable to comply with public requests for this basic information.

The new lists by EIA will follcw the same registry form used by the FCC. Broadcasting will be covered by an am-fm-tv-international list ($4.97) and an auxiliary broadcast list ($4.64). Price for the total volume will be $157.38.

## Media Buyers Pick Bernarducci

Frank Bernarducci, National Export Advertising Service, was elected president of the newly-formed International Media Buyers Assn. at a luncheon meeting in New York June 3. Other officers elected were: Pat Petrino, Robert Otto & Co., vice president; Karin Hiort, Foreign Advertising & Service Bureau Inc., secretary; Annette Young, Fuller & Smith & Ross, treasurer, and Henry Cordillo, Joshua B. Powers Inc., honorary chairman.

AWARDS

**Robert W. Sarnoff,** NBC president, received honorary Doctor of Laws degree at Pennsylvania Military College's commencement exercises in Chester, Pa. Mr. Sarnoff was cited for his "bold espousal of a new and powerful mode of communication; for his steadfast support of the humane arts, and for his unstinting service to our nation in peace and war."

**Bill Michaels,** v.p.-managing director, WJBK-TV Detroit, recipient of annual "Businessman of the Year" award from U. of Detroit's chapter of Alpha Kappa Psi.

**Sunne Miller,** station manager, WTOD Toledo, Ohio, named Advertising Woman of Year by Women's Ad Club of Toledo. Mrs. Miller was elected president of club.

**WBT Charlotte,** N. C., presented with Dept. of Defense Reserve Award during National Radio Month by Assistant Secretary of Defense Murray Snyder.

**Benedict Gimbel Jr.,** president-general manager, WIP Philadelphia, given Keystone Award for "22 years of service in the prevention of juvenile delinquency and crime."

**Pauline Frederick,** United Nations correspondent, NBC, presented honorary Doctor of Humanities degree at American U., Washington, D. C.

NETWORKS

## Weaver Tv Interview Sparks Temporary Fire

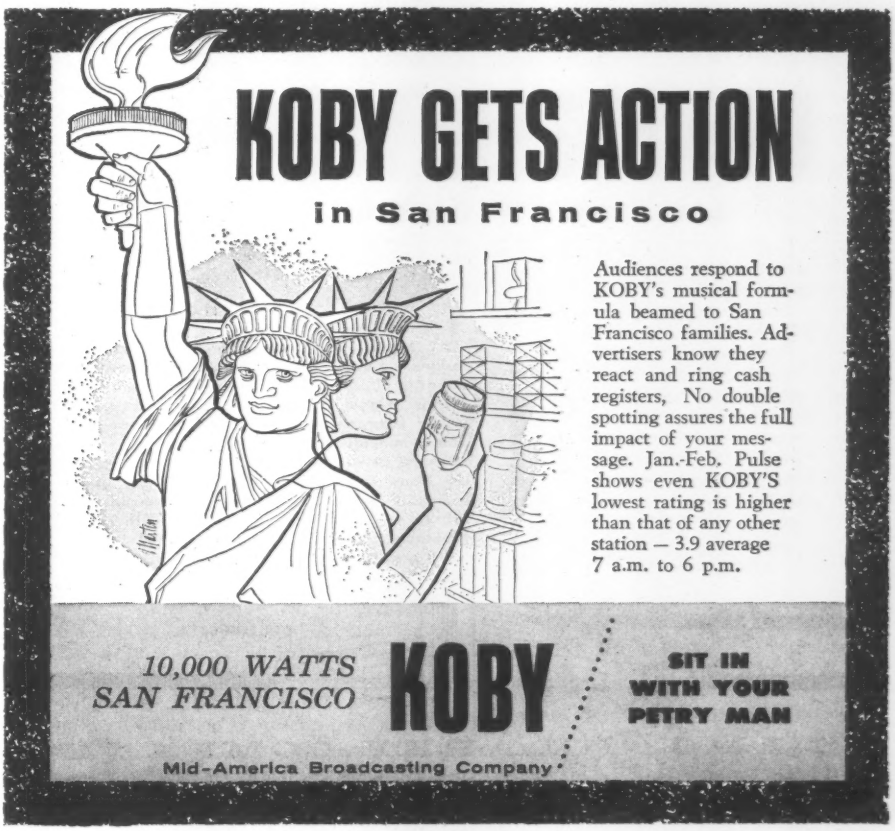
ABC-TV on June 8 deleted some 90 seconds of a program featuring Sylvester L. (Pat) Weaver Jr. The act—said to be justified in the belief that Mr. Weaver's deleted remarks may have constituted libel or defamation of another network—was prelude to a week of verbal shuffleboard.

Mr. Weaver, former NBC president and board chairman and now an advertising consultant, was on the Mike Wallace *Survival and Freedom series,* June 8, 10-10:30 p.m. He was interviewed for his thoughts on tv and a free society.

In that broadcast, pre-recorded on videotape about two weeks before, Mr. Weaver charged network management with "degrading" tv and warned that unless there was a voluntary change, other forces might bring about a reversal [NETWORKS, June 9].

Two portions of the telecast were deleted. A standard "Please Stand By" sign was inserted when both picture and sound were dropped and at another point the sound was faded though the viewer could see Mr. Weaver talking. It was understood that in one instance Mr. Weaver had referred to a sales practice of another network and in another, had made personal reference to a script clearance problem or situation.

The shuffleboard game of letter, statement and comment followed but by Thurs-



KOBY GETS ACTION
in San Francisco
Audiences respond to KOBY's musical formula beamed to San Francisco families. Advertisers know they react and ring cash registers, No double spotting assures the full impact of your message. Jan.-Feb. Pulse shows even KOBY'S lowest rating is higher than that of any other station — 3.9 average 7 a.m. to 6 p.m.
10,000 WATTS
SAN FRANCISCO
KOBY
SIT IN WITH YOUR PETRY MAN
Mid-America Broadcasting Company

day interest had dwindled considerably and nobody was excited. All parties—The Fund for the Republic that co-finances the series with ABC-TV, the network, Mr. Wallace and others close to the incident—were agreed that a question of libel connotation was involved and not "censorship."

But unresolved were the questions of at whose insistence were the deletions made, and on whose responsibility.

ABC-TV president Oliver Treyz said the cuts were made because of a decision by Newsmaker Productions, Mr. Wallace's production operation. But Mr. Wallace laid responsibility with ABC's legal department. In a separate comment, ABC Vice President John Daly, in charge of the network's news and public affairs, agreed in effect with Mr. Treyz.

Background of the incident can be laid to financial participation (estimated $50,000 for the 13-week series) of The Fund for the Republic, a non-profit, multi-million-dollar foundation. Sensitive to such matters as free expression (it has dedicated itself to a continued study of freedoms), the fund originally was abashed at the treatment it thought it was getting from the network but by Thursday of last week, the fund apparently had been mollified and the whole incident closed.

## NBC Appoints Three

Appointment of three managers in NBC research and planning was announced last week by Dr. Thomas E. Coffin, NBC research director. Marvin W. Baiman, supervisor, surveys, since January 1957, has been named manager, research studies; Jack B. Landis, research projects manager since January, 1957, as manager, research development, and William S. Rubens, supervisor, ratings, since June 1957, to manager, audience measurement.

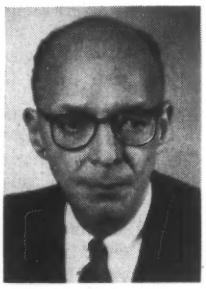
## Riggio in New CBS Radio Post As Network Sales Administrator

Louis J. Riggio, sales consultant with CBS Radio since May 1957, has been appointed to the newly-created position of director of sales administration for the network, it was announced last week by Ben Lochridge, CBS Radio national sales manager. At the same time, Mr. Lochridge announced the appointment to the network sales staff of G. E. (Buck )Hurst, sales manager of WCBS New York, since May 1956. On Thursday, Sam J. Slate, general manager of WCBS, announced the appointment of Thomas J. Swafford as sales manager of WCBS succeeding Mr. Hurst. Mr. Swafford formerly was account executive with CBS Radio Spot Sales.

MR. RIGGIO

## Field Returns to Broadcasting In Sales Managership of Mutual

After an absence of four years from radio-tv, Lawrence Field, one-time sales manager and sales promotion and research director for Edward Petry & Co., New York, is joining Mutual today (Monday) as sales manager and assistant to the president [CLOSED CIRCUIT, June 9]. Mr. Field has been serving as director of advertising and assistant to the president of the Lubman Corp., Miami, aluminum manufacturer.



MR. FIELD

Mr. Field started his career in radio in 1930 as a salesman for the National Radio Advertising Co., Chicago, station representative, and remained with that organization until 1934 when he joined the Petry company in New York. He resigned as sales manager of Petry in 1954 and became associated with Lubman in 1955.

## NBC-TV Color Slate Increases

NBC-TV reported last week that it will have more color on the air this summer than it did during the hot months of last year—a total of 12½ hours weekly in July and August this year compared to 9½ hours weekly for those months in 1957. The network noted that it will have some color programming every night of the week and at least a full hour in the Monday-Friday daytime schedule during the two summer months. Once again this summer, CBS-TV will not program any color, taking a hiatus from last May 28 until the start of the fall programming, a policy followed by CBS-TV last summer. ABC-TV does not telecast in color. Networks a fortnight ago were blasted by Admiral Corp.'s Ross Siragusa for what he claimed was insufficient color programming [MANUFACTURING, June 9, also story page 85].

## WRUF Affiliates With NBC

Effective July 1, WRUF Gainesville, Fla., will become an affiliate of NBC Radio, according to Harry Bannister, vice president in charge of NBC station relations. WRUF is a commercial station, operated as an auxiliary of the U. of Florida. It operates with 5 kw on 850 kc. Kenneth Small is director.

### NETWORK SHORT

**Keystone Broadcasting System** has announced addition of 13 new affiliates, bringing total members to 1,044. New affiliates: KZOK Prescott, Ariz.; WNOG Naples, Fla.; KVNI Coeur d'Alene, Idaho; WTIG Massillon, Ohio; WRON Ronceverte, W. Va.; WELC Welch, W. Va.; WHVF Wausau, Wis.; WAXE Vero Beach, Fla.; WMNC Morganton and WEEB Southern Pines, both North Carolina; KWPR Claremore and KTLQ Tahlequah, Okla., and WEER Warrenton, Va.

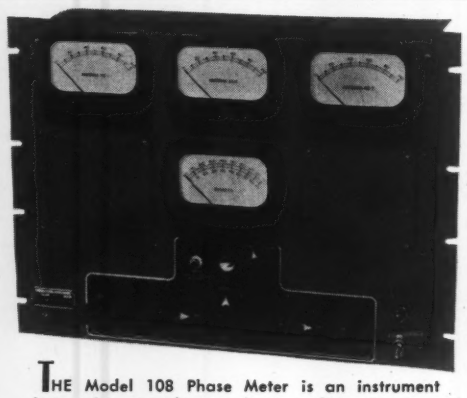

*

NEMS-CLARKE

**Phase Meter**

**MODEL 108**

*



THE Model 108 Phase Meter is an instrument designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

The popularity of the Model 108 Phase Meter is proven by the vast number now in use.

NEMS CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA

919 JESUP-BLAIR DRIVE • SILVER SPRING MARYLAND • JUNIPER 5-1000

FOR FURTHER INFORMATION WRITE DEPT. B6

## Radio-Tv Set Output Lags in First Third

Radio and tv set production declined in April, with four-month output also showing a drop, according to Electronic Industries Assn.

Factory output of radio sets totaled 697,307 in April compared to 1,115,813 in the same 1957 month. The four-month total for 1958 was 3,532,066 radios compared to 5,075,180 in the same 1957 months.

Production of tv receivers totaled 302,559 in April compared to 342,386 in April 1957. Output for the four months totaled 1,523,858 tv sets compared to 1,835,975 in the same 1957 period.

Of the 302,559 tv sets turned out in April, 22,296 had uhf tuners compared to 42,374 uhf models produced in April 1957.

Retail sales of radio sets totaled 402,283 in April and 1,895,951 in the first four months of 1957 compared to 543,092 and 2,362,069 in the same 1957 periods. Retail sales of tv sets totaled 243,132 units in April and 1,690,101 for the four 1957 months compared to 337,965 and 2,020,876 in these 1957 periods.

Radio and tv factory production figures for April and the first four months of 1958 follow:

| | Television | Auto Radio | Total Radio |
|---|---|---|---|
| Jan. | 433,983 | 349,679 | 1,026,527 |
| Feb. | 370,413 | 268,445 | 876,891 |
| March | 416,903 | 234,911 | 931,341 |
| April | 302,559 | 190,435 | 697,307 |
| Total | 1,523,858 | 1,043,470 | 3,532,066 |

### Tv Receiver Sales to Spurt, Pettegrew Tells Distributors

Sales of television sets will increase sharply in the second half of 1958, Marion E. Pettegrew, a senior vice president of Sylvania Electric Products predicted last week. Mr. Pettegrew, addressing a national distributors convention in Buffalo, said 1958 will be "the biggest new product year in the history of Sylvania's home electronics division."

"The recent decline in consumer spending for durable goods has halted and there are clear indications that such spending, especially for tv sets, will be up sharply during the second half of this year," he told the group. For this reason, he explained, Sylvania Home Electronics has plans to introduce "more new products this year than in any 12-month-period since 1949."

Sylvania introduced several products at the convention, including 21 tv models, two of them with basic cabinets less than 10 inches deep; a completely redesigned line of table and clock radios, and compatible stereophonic-high fidelity phonographs engineered to play either regular or stereophonic records.

Mr. Pettegrew predicted that retail sales of television sets would exceed six million units this year, despite an over-all sales decline in the first four months of the year. Sylvania, which doubled its tv set sales volume last year, he said, already has improved its industry position over the comparable period of 1957.

The general economic outlook has improved in recent weeks, he told the group, "with the expectation that gross national product will be in the upswing in the third quarter and by the fourth quarter will be approaching the record set in the third quarter of last year." Inventories are declining rapidly and production must be increased shortly to meet demand, he said.

### Trimmed Inventories May Spur '58 Set Sales, Bernard Reports

Radio-tv set manufacturers may be able to record higher sales in this recession year than they did last year should an upturn in the economy permit them to realize their full profit potential. Reason: most manufacturers have streamlined, tightening budget (cost) controls and reducing inventories. The inventory situation in particular has plagued the industry in the past two years.

In the main, this is the analysis provided for the industry by the Arnold Bernard & Co. Wall Street advisers in the firm's latest investment survey report.

Notes Bernhard: "Some of the tv manufacturers may be able to hold, or even improve on 1957 earnings." It is pointed out that the set makers have been struggling with inventories since 1956 but now have them "down to more manageable proportions. . . . A sharp fourth quarter upturn could actually carry tv sales above 1957 results."

Of bellwether RCA, the report finds it doubtful that the company will be able to "break even" this year on color activities and notes that RCA's "modest decline in earnings" last year was tied "as a matter of fact" to color tv losses as one of the basic factors. Sales of black-and-white sets at RCA, the report observes, can be expected to be lower this year.

### AIEE to Meet June 22-27

The 1958 summer general meeting of the American Institute of Electrical Engineers will be held at the Statler-Hilton Hotel, Buffalo, N. Y., June 22-27. Sessions on broadcasting will take place June 25, with Oscar W. B. Reed Jr., Washington consulting engineer, presiding at the morning session, and Raymond F. Guy, NBC, at the afternoon meeting.

### RCA Meet Set for Brussels

Top RCA executives from the U. S. and from associated companies in Europe will hold a conference this Wednesday and Thursday in Brussels. John L. Burns, RCA president, heads the delegation from the U. S. The meeting, first international conference of its kind for RCA, brings together heads of RCA associated companies in Great Britain, Italy, Spain and West Germany, as well as European managers of RCA Service Co. and RCA Communications, in addition to representatives of RCA record distributors from 14 nations. To be discussed: Plans for RCA activities under the new European common market and to introduce RCA's new stereophonic records to European manufacturers.

"But Boss . . .

*Music to do WHAT by???"*

"Music to sell by. Balanced music. Music for the whole family."

"But Boss, we gotta play more of that crazy stuff. We gotta rock 'n' roll like everybody else."

*"That's not how we got to be FIRST in Cincinnati!"*

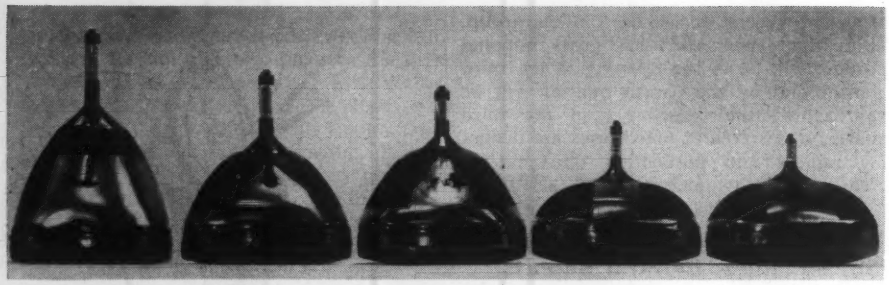
Come to think of it, I guess he's right.

But Gee . . . what'll I tell my motorcycle . . .

wsai

CINCINNATI

GORDON BROADCASTING COMPANY
SHERWOOD R. GORDON, BOSS
SOLD NATIONALLY BY ADAM YOUNG, INC.



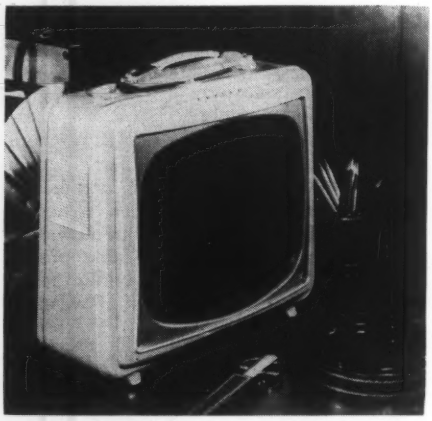
**EVOLUTION** *of Philco's new "SF" (Special Form) tv tube is illustrated (l to r) by the 70-degree deflection tube (1950), two 90-degree tubes (1955 and 1956), the 110-degree tube (1957), and the SF Philco tube, described as the thinnest on the market this year. The SF tube is only 10 11/16 inches deep.*

## Philco 'Brief Case' Tv Debuts At New Radio-Tv-Phono Showing

Philco Corp.'s 1959 receiver line has been introduced and includes (1) a new "brief case" size 17-inch portable tv and (2) "the world's first" television receiver with picture tube and chassis completely separated.

Unveiling was at the the company's National Distributor Convention a fortnight ago in Philadelphia when new lines in tv, radio, phonograph and high fidelity were shown.

Price on the "brief case" portable starts at $179.95. In its new Predicta line, eight basic 21-in. receivers and two 24-in. consoles are available at prices ranging from $259.95 to $425.95 plus an extra $10 for companion models in woods other than mahogany.



**"BRIEF CASE" PORTABLE** *bears the name "Slender Seventeener" and has Scan-Tenna rotating handle antenna.*

## RCA Planning Heavy Promotion For 1958 Line of Tv Receivers

RCA Victor television division will use "one of the broadest, most comprehensive advertising schedules yet" to introduce its new RCA Victor black-and-white and color television receivers, J. M. Williams, advertising and sales promotion manager of the division, said following unveiling of the new line a fortnight ago.

The campaign will kick off in July and will include the new *Bob Crosby Show*, summer replacement for *The Perry Como Show; The Investigator* and *The Price Is Right*, all on NBC-TV, and spots in NBC Radio's *Monitor* as well as ads in print media. Distributors also are expected to make extensive use of tv and radio at the local level, Mr. Williams said.

RCA officials said most dealers will offer a special 90-day warranty on both labor and parts for the full new line, without extra cost. Some models are priced slightly higher this year than last, but authorities said this was because of added improvements. Overall, they estimated prices were "about the same" as last year. Among a number of advances announced was a transistorized "Wireless Wizard" electronic remote control unit which by radio signals operates all controls on a color set from anywhere in a room.

## Tv Set Shipments Down in '57, Census Bureau Figures Confirm

Television receivers shipped by radio manufacturers in 1957 had a factory value of $809 million for the 6.3 million sets, according to a June 11 analysis by the U. S. Census Bureau. This was a drop of 16% in number of sets and 12% in value from factory shipments in 1956.

Radio and radio-phonograph combination sets (except auto radios) totaled 9.3 million units valued at $235 million in 1957 compared to 9.6 million sets valued at $213 million shipped in 1956. Auto radio shipments rose from 4.9 million units valued at $126 million in 1956 to 5.6 million units valued at $145 million in 1957.

The Census Bureau figures, obtained from manufacturers, follow closely the production data compiled by Electronic Industries Assn. [MANUFACTURING, Feb. 10].

## Adler Communications Offers Spectrum-Saving Relay Unit

Ben Adler, president of Adler Communications Labs., New Rochelle, N. Y., said last week that his firm's tv translator equipment has proven so successful it now is offering a new spectrum-saving relay unit, based on the same heterodyne principle of operation, which can be used for off-air pickup, intercity relay and remote pickup. Adler has applied to FCC for the usual experimental authority to field test the new relay anywhere in the U. S. Called the RT-3 tv relay, the unit operates unattended in the 2000 mc tv relay band. Price: $7,500.

Mr. Adler explained that the RT-3 operationally is similar to Bell Telephone's transcontinental TD-2 tv repeater in that it relays a tv signal, both visual and aural portions, without the steps of demodulation, separate visual and aural signal amplification and re-modulation which usually are required of conventional relays now operating in the other tv relay bands at 6000 and 13000 mc. He said the RT-3 represents a practical and economical means to "re-open" the 2000 mc band, now little used. Originally, he said, FCC allocated channels 17-mc wide in this lower band because existing equipment was not stable and the signals drifted. But the new RT-3, he explained, is stable enough to permit two channels to operate in the same 17-mc channel, using a 2.5 mc guard band.

The heterodyne principle in receiver operation means using a local oscillator to "beat down" the detected broadcast signal to a specific lower frequency for amplification and use. In the Adler translater, the detected vhf signal is "beat up" to the higher uhf channel and then fed into a linear amplifier without demodulation. Having perfected this technique in translator operation, Adler developed the RT-3 relay on the same principle. The RT-3 produces 10 w output, uses 450 w, 110 v.

### MANUFACTURING SHORT

**Sanford Electronics,** N. Y., appointed distributor for Bell & Howell Co., tape recorders in New York-Newark areas.

MERCHANDISING
makes the
DIFFERENCE
KBTV is Denver's
only
Merchandise-"WISE"
Station!

WISE to offer advertisers the highly successful MAP* Plan — Denver's only *grocery and drug* in-store merchandising plan.

*MAP stands for Merchandising-Advertising-Promotion. Call Peters, Griffin, Woodward, Inc., today for availabilities *and* the merchandising that goes with your schedule on KBTV, Denver!

KBTV a Channel 9
DENVER'S FAMILY STATION
John C. Mullins. Pres. Joe Herold. Sta. Mgr.
Represented Nationally by
Peters. Griffin, Woodward, Inc.

**General Electric** will begin manufacturing tv tubes in Augusta, Ga., starting in fall for replacement market in south. GE will take over and enlarge existing building there to cover approximately 60,000 sq. ft.

**Sylvania Home Electronics,** Buffalo, N. Y., has introduced its "Smart Set" 1959 line of newly-designed table and clock radios. Table radios carry manufacturer's suggested list prices ranging from $17.95 to $39.95 and clock radios range from $24.95 to $54.95.

**Emerson Radio & Phonograph Corp.,** Jersey City, N. J., reported consolidated net profit for Emerson and its subsidiaries of $649,716 before taxes, and $165,090 after taxes. Period covers 26 weeks ended last May 3. Profit is equal to eight cents per share on 1,980,887 shares outstanding. For like period last year, net profit after federal income taxes totaled $66,900, or three cents per share on same number of shares outstanding.

**Reeves Soundcraft Corp.,** N. Y., announces introduction of "Magna-See," solution that repeatedly makes visible sound track recorded on magnetic tape. Magna-See Type "SO" (for sound recording) provides "a . . . method for maintaining a constant check on the performance of a tape recorder." Since sound can be seen, Reeves reports, editing is easier. Magna-See kit includes solution magnifier, eye-piece and roll of pressure-sensitive tape with glass slides to make permanent copies of visual tracks. Price: $11; refills $4.25.

**RCA Victor Radio and Victrola Div.,** Camden, N. J., will place on market next month seven-band, all-transistor radio, which weighs less than 12 pounds and operates on flashlight batteries. Nationally advertised price: $195.

**General Instrument Corp.,** New York, announces consolidated sales for fiscal year ended Feb. 28, 1958 (including those of Radio Receptor Co. Inc., acquired during year) totaled $39,195,749, as compared with $33,254,735 for previous year. Net earnings (taking into account tax benefits derived from the Radio Receptor consolidation) were $1,020,840, equal to 74 cents per share, as compared with $505,407 (37 cents per share) for the previous fiscal year.

**Data Storage Devices Div. of Midwestern Instruments,** Tulsa, Okla., announces small lightweight magnetic drum head for use with transistorized circuits. Among features claimed for unit are balanced low impedance windings, low record current and high playback voltage.

**Symphonic Electronic Corp.,** New Brunswick, N. J., announced that majority control of stock of company has been purchased by F. L. Jacobs Co., Detroit. No change in present management of Symphonic is contemplated.

**General Instrument Corp.,** Newark, N. J., has announced creation of special new product development division. **Lawrence R. Hill,** formerly chief of Westinghouse's materials and new products engineering section, Pittsburgh, appointed manager of this division.

**Panoramic Radio Products Inc.,** (electronic measurement-anaylsis instruments), Mount Vernon, N. Y., announces 1958 "Catalog Digest" includes many instruments new to field. Panoramic instruments give graphic displays of waveform content. Broad bands may be examined for overall picture or highly resolved narrow bands selected for analysis. Summaries of more than 50 instruments and their applications are listed in catalog.

**Prestoseal Manufacturing Corp.,** Long Island City, N. Y., announces Model 300.1 combination butt weld-overlap splicer that is reportedly suitable for any type of magnegtic material (mylar or acetate). Unit, requiring no adhesives, is designed to splice videotape and other tapes used in sound or impulse type recording up to 2¾ inches wide.

**Fairchild Recording Equipment Corp.,** Long Island City, N. Y., reports delivery of its

## CHICAGO—CAPITAL FOR COLOR

Whatever truth there may be to charges by Ross Siragusa, president of the Admiral Corp., that networks are dragging their feet on color [MANUFACTURING, June 9], the record shows that Chicago—Admiral's hometown—is probably the most color-conscious city in the country.

One indication is in the form of statistics for the Chicago area sales and programming. This area reportedly has more tint tv models per capita than any other such area, including New York and other cities, on the basis of figures supplied to Edward Dodelin, vice president of RCA Victor Distributing Corp., Chicago. And last year more color units were sold in that city than in any other in the country.

About 40 hours of color programming are made available to Chicago viewers each week by three of the city's four stations—WNBQ (TV), WGN-TV and WBBM-TV. Most of the fare is provided by NBC and WNBQ, though independent WGN-TV has boosted its total to about six hours weekly. WBBM-TV carries no color since CBS-TV suspended that activity for the summer.

RCA figures supplied at its Camden, N. J., headquarters plant show 48,000 color tv sets in metropolitan Chicago, compared with 42,000 in New York, 40,000 in Philadelphia and 35,000 in Los Angeles.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Ask your Petry man for details

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*. . . 46 counties and parishes in East Texas, South Arkansas and Northwest Louisiana.

CHANNEL 3 KTBS-TV

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E. Newton Wray, Pres. & Gen. Mgr.



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FIRST IN WORCESTER
MASS. *

From 6:00 A.M. to 6:00 P.M.
More people listen more often to WNEB — WORCESTER'S station for adult appeal.

*PULSE — APRIL 1958

Represented by THE BOLLING COMPANY

first cutter system for making stereo recordings by 45/45 method to **Van Gelder Recording Studios,** Hackensack, N. J. Cutter is supplied as complete system, including amplifier and equalization, at price of $4,900. Fairchild also announces availability of its Model 660, new limiting amplifier designed for use in recording studios and broadcasting stations. Model 660 has "fast attack time to catch short transients without audible or observable thumps."

**Magnecord Div.** of Midwestern Instruments Inc. announces new portable professional tape recorder (Model 728) with carrying case, designed for "versatility and convenience." The firm also unveiled "portable trio," newest member of its Magnecordette Stereo family, consisting of portable tape recorder in carrying case, plus matching speaker-amplifiers in luggage case. Combination is designed for traveling sound men and recording artists and on-the-spot communications personnel.

**Ortho Filter Corp.,** New Jersey, has published new catalog containing technical data on its line of toroids, plug-in filters, band pass networks, high frequency band pass networks, antenna filters, rf attenuators, high temperature transformers, and magnetic amplifiers. In addition, catalog contains table of operational functions, diagrams, and information of useful relationships for network designs. Copies can be obtained from Ortho Filter Corp., 196 Albion Avenue, Paterson 2, N. J.

**Animation Equipment Corp.,** New Rochelle, N. Y., announces shipment of Oxberry animation stand with specially-designed aerial-image rear-projection unit, to Alpha Film Studio (PTY, Ltd.), Johannesburg, South Africa.

**Fairchild Recording Equipment Co.,** Long Island City, N. Y., has announced engineering service available to owners of all Ampex Model 600, 601 and 601-2 tape recorders to convert their present machines from 7½ ips to 15 ips. Owners must ship unit to Fairchild factory in Long Island City. Cost of conversion is $100.



## Vern Dallin Resigning As President of CAB

Vern Dallin, CFQC-AM-TV Saskatoon, Sask., president of the Canadian Assn. of Broadcasters, has tendered his resignation in a letter to members of the CAB board, on ground of business demand. Mr. Dallin was elected to a second term as CAB president at the mid-May meeting of the CAB at Montreal.

His election in 1957 was unexpected, he explained, and since then he has spent most of the year on CAB business, attending regional meetings, visiting stations, to the neglect of his work at CFQC-AM-TV. Choice of Mr. Dallin's successor is before the CAB board. Likely candidates are Vice-Presidents Geoff Stirling, CJON-AM-TV St. John's, Nfld., and Phil Lalonde, CKAC Montreal, Que.

### CBC Wins Disney to Contract After Failure Five Years Ago

Canadian Broadcasting Corp. and Walt Disney Studios have reached a new agreement under which CBC will integrate Disney films into its children's programs. CBC announced at Toronto that it will choose 52 hours of Disney films for its *Junior Magazine* and other children's programs.

Dr. Fred Rainsberry, supervisor of CBC-TV children's programs, pointed out that "the Disney organization has been impressed by our progress in five years and is confident of the ability of the CBC program department to integrate the Disney film wisely with our own material. Back in 1954, when we first approached them for the right to use their cartoons in our programs, they would not hear of it. More programs (with integrated Disney films) will be created in the future and one such new show will appear in the fall schedule."

Among Disney films which CBC will use in part will be "Beaver Valley," "Wind in the Willows," "Treasure Island," "Nature's Half Acre," "Seal Island," "Man in Space," "Legend of Sleepy Hollow," "When Knighthood Was In Flower," "Stormy," "The Thoroughbred," "Robin Hood" and "Man and the Moon." CBC also will use such full-length Disney films as "Dumbo," "Cinderella" and "Alice in Wonderland" on special occasions. Under the new agreement CBC started the Mickey Mouse Club series on June 9.

### Swift Canadian Ad Head Elected To Helm of Measurement Bureau

George S. Bertram, advertising manager of Swift Canadian Co. Ltd., Toronto, has been elected president of the Bureau of Broadcast Measurement, Toronto, at the annual meeting held at Montreal. Ross A. McCreath, television time manager, All-Canada Radio and Television Ltd., Toronto, is the new bureau vice-president and Charles J. Follett, Toronto, was re-elected secretary-treasurer.

Executive vice-president is Charles C. Hoffman, and Wilfred L. Hudson, research and development director. Chairman of the advisory committee is Horace N. Stovin, Stovin & Byles Ltd., Toronto.

Directors from advertising agencies, advertisers and stations elected: Robert M. Campbell, J. Walter Thompson Co. Ltd., Toronto; W. H. Poole, Young & Rubicam Ltd., Toronto; T. Ralph Hart, Spitzer & Mills Ltd., Toronto; William E. Trimble, Baker Adv. Agency Ltd., Toronto; Leslie F. Chitty, BBDO, Toronto; Fred L. Woods, General Foods Ltd., Toronto; R. B. Collett, Lever Bros. Ltd., Toronto; A. M. Sanderson, Whitehall Pharmacal (Canada) Ltd., Toronto; W. W. Vanderburg, Coca-Cola Ltd., Toronto; E. Lloyd Moore, CFRB Toronto; W. C. Wingrove, CFPL-TV London, Ont.; W. N. Hawkins, CFOS Owen Sound, Ont., and Andre Daveluy, CKAC Montreal, Que.

### RCA Color Tv Cracks Curtain

Color tv is being demonstrated by RCA in Poznan, Poland, at the Polish International Trade Fair June 8-22, Dermot A. Dollar, director of exhibits for RCA, has announced. Mr. Dollar said this is the first RCA color tv showing behind the Iron Curtain and the second color exhibit in Europe (color is being shown at the American Pavilion at the Brussels World's Fair). Programming is live with a special studio built in the pavilion. A live color camera and 12 RCA Victor color receivers are being shown.

#### INTERNATIONAL SHORTS

**Canadian Broadcasting Corp.** television microwave network is to be extended to island province of Newfoundland this summer. When network is in operation, CBC will give consideration to establishment of stations along microwave circuit.

**National Telefilm Assoc.,** N. Y., has expanded its foreign operation to include representation in Japan, Australia and the Philippine Islands. New NTA representatives abroad and areas they represent are: David Yaffa, Yarra Syndicate, Sydney, Australia; Akim Shimizu, Pacific Television Corp., Tokyo; Felipe Ysmael, Quezon City, Manila, P. I. NTA also maintains representation in Canada, London, Paris, Rome and Brussels.

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CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

## Returns Called Disappointing In New York Campaign for Etv

Public response to various appeals by New York radio-tv stations to help finance educational television has been "disappointing," officials of the Metropolitan Educational Television Assn. disclosed last week. META, which needs a large sum to sustain operations past the summer, has realized $102,000 since the emergency gong was sounded in May [EDUCATION, May 26]. Two grants—one amounting to $50,000 the other $42,000—were announced Tuesday. The Avalon Foundation, one of six philanthropic organizations that helped build META last year, has come through with the $50,000, while the other sum represents an advance from the Educational Tv and Radio Center (via the Ford Foundation), Ann Arbor, Mich., on film work to be done this summer for ETRC by META [EDUCATION, June 2].

The remaining $10,000 is broken down in two groups: (a) $5,000 contributed by President Nathan Straus of WMCA New York and (b) $5,000 from "driblets" received from the public at large. Among the latter, one New Yorker (anonymous) contributed a personal check for $2,000, thus actually placing public contributions solicited by the on-air announcements by WRCA-AM-TV, WCBS-TV and WMCA at no more than $3,000.

Dr. Alan Willard Brown, META president, said last week that after "re-evaluating" META's needs he has had to revise earlier estimates of how much it would take to keep META going. At the time Dr. Brown and associates sounded their S.O.S., the figure given was $200,000; despite contributions of $102,000, the figure as of last week still stood at $200,000 or $102,000 more than originally estimated.

## Insurance Body Underwrites Etv In Second ONSET Film Series

The second in a series of programs produced by the newly-formed Organization for National Support of Educational Television under its corporate "patron" or sponsor concept started Friday on WTTW (TV) Chicago, non-commercial station.

The new series explores the fundamentals of life insurance, under the working title, *Project: Security*. It is being made possible by a grant from the Institute of Life Insurance, New York, which has agreed to help underwrite production costs.

ONSET conceived the "patron concept earlier this year, seeking industrial financial support of educational television programs relating to economic interests of American families. The plan provides on-the-air recognition for the "patron," as required by FCC regulations but sidesteps any product mentions. The purpose is to build etv programming, recognition and prestige. An initial 13-week series dealt with *The World of Medicine* under a grant from the Schering Corp. and was distributed to 23 other etv stations throughout the country [EDUCATION, Feb. 10]. The newest project comprises nine kinescoped programs.

### SWING SHIFT STUDY

A project described as "a new concept in educational tv" has been announced jointly by Gerald O. Kaye, president and general manager of WNTA-TV Newark, and Dr. Peter Sammartino, president of Farleigh-Dickinson U., Rutherford, N. J. It entails on-the-air instruction over WNTA-TV plus campus study sessions at Fairleigh-Dickinson U.

The initial course, Math 11 (introductory college mathematics), will be presented every Tuesday and Thursday evening from midnight to 1:15 a.m. for eight weeks, starting June 24. Students seeking academic credit will meet one evening a week with their college instructors and will pay $83 for the course.

## NBC-Northwestern Agenda Set

NBC Central Div. will cooperate with Northwestern U. for the 17th consecutive year in offering summer courses in broadcast training, with plans for a color television symposium June 24 to Aug. 1.

Several WNBQ (TV) Chicago executives and staff members will speak to a limited group of advanced students competing for university credits. Executives scheduled to participate include Henry Sjogren, assistant general manager of WNBQ and WMAQ, on "The Business and Management of a Color Station" (June 26) and John Keys, WNBQ advertising-promotion director, who will discuss "Getting Ready for Color Television" (at the opening session June 24). Mrs. Betty Ross West, public affairs and education supervisor at NBC, Chicago, and Dr. Charles Hunter, associate professor of radio-tv at Northwestern, are co-directors of the symposium.

## Alabama ETV Given Equipment

The Alabama Education Tv Commission, Birmingham, which operates a three-station state network, received equipment valued at $11,000 from WABT (TV) Birmingham, last week. The gift was a tv film chain, including a 16mm projector and 35mm slide unit. The etv network has received two previous gifts from commercial broadcasters. A ch. 10 transmitter was donated by Storer Broadcasting Corp. and the Emerson Radio Corp. presented a check for $10,000 in 1955.

### EDUCATION SHORT

**New York U.** has announced it will offer two new courses of study leading to master of arts degree in television, radio and motion pictures beginning this fall in school of education. One course is intended for teachers of media, other for persons who have professional interest in educational, governmental or commercial areas of radio-tv and motion pictures.


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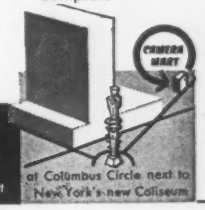


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REPRESENTED BY AVERY-KNODEL




## Midwestern Stations Combine To Stereocast Music Signals

More and more midwestern stations—in am, fm and tv combinations—are capitalizing on public interest in high quality sound by airing radio-tv stereocasts. The development accompanies manufacturers' introduction of new stereo lines [MANUFACTURING, June 9].

WTMJ and WTMJ-TV Milwaukee promise a live, hour-long stereophonic broadcast of a symphonic concert June 22. The stereocast will feature the Milwaukee Pops Orchestra from Radio City Auditorium studio and will climax a series of "extensive experiments" by the *Milwaukee Journal* stations in recent months. Eight microphones are utilized.

In Chicago WFMT (FM) and non-commercial, educational station WTTW (TV), have announced a series of twice-weekly stereo concerts, to be sponsored by Musi-Craft high fidelity store in that city through Calkins & Holden, starting tomorrow (Tuesday). A high fidelity telephone line will connect WTTW in the Field Bldg. with WFMT in the LaSalle-Wacker Bldg. and each station will transmit a side of the orchestra.

Laclede Gas Co. has sponsored several stereocasts in St. Louis since last Christmas and now is making plans, through D'Arcy Adv. Co., for a series of 12 band concerts this summer from parks throughout St. Louis, utilizing am and fm facilities. The initial Christmas stereocast was aired on KSD and KSD-TV. Since then, Laclede has carried St. Louis symphony and municipal opera stereocasts and other special programs.

## CKCW Hosts Lobster Party

CKCW-AM-TV Moncton, N. B., gave its annual lobster party at the Royal York Hotel in Toronto, Ont., on June 4 with about 400 advertising agency and radio-television industry executives attending. Fred Lynds, owner of stations, and senior members of his staff were on hand to greet guests.

## WFAA-TV Series Goes to ABC

An interview program in which the subjects interviewed are convicted criminals, titled *Confession,* will be presented on ABC-TV Thursdays (10-10:30 p.m.) beginning June 19. Series will originate from WFAA-TV Dallas where it has been a local feature for two years. A varying panel comprising a clergyman, lawyer, psychologist or psychiatrist and penologist or sociologist, will participate.

## WBS Offers 'Match-a-Tune'

World Broadcasting System announced last week it will release today (Monday) *Match-A-Tune,* a series of features designed to "build station audiences as well as store traffic for sponsor." To play *Match-A-Tune,* listeners must obtain game sheets from sponsor's outlet or dealer. Using drawings on sheets as visual clues they must identify mystery tunes aired on the station, for prizes. Series, according to World, is adaptable as a separate program or feature to be incorporated in an established program.

World also announced last week availability of *Space Age Sounds,* a series of "unique sound recordings" to be integrated in programs or commercials.

**PHILIPPINE** President Carlos P. Garcia (center r) who is due to visit the U.S. this month, was presented with a copy of the Alfred Wagg Pictures documentary, "Challenge in Asia," by James Buckley (l), Catawba Corp., New York, at its preview in Malacanang Palace, Manila. The film is being made available to tv stations without charge through the courtesy of San Jose Oil Co. (subsidiary of Catawba), Manila. Others at the presentation (l to r): Alfred Wagg of Wagg Pictures, Washington; Mrs. Garcia, and (far r) Chester A. Baird, president, San Jose Oil Co. The 13½-minute documentary "seeks to give . . . a fresh insight into Asia and President Garcia's objectives for the betterment of Philippine-American understanding."

## WINS D.J.'s Aid Family Month

WINS New York is celebrating Family Month by helping to pay family bills. Each week various d. j. shows on WINS pitch in to pick up part of the monthly tab for four lucky families. Any family can register for these WINS family month awards by mailing a postcard to "Family," WINS, New York 23, N. Y., with their name, address and phone number on the back. They must also specify the d. j. they want to help foot the bills. Winning families are announced each Friday by the d.j.'s, and at the end of June a monthly winner will be chosen. The lucky family will have its rent, food, gas, electricity, phone, laundry and cleaning bill, all paid for by WINS.

## NBC Schedules New Tv Game

NBC-TV will program *Concentration,* a new "entertainment game" in the Monday through Friday 11:30 a.m.-12 noon time slot, replacing *Truth or Consequences,* ef-

fective July 28, it was announced last week by Carl Lindemann Jr., director, daytime programming. *Concentration,* which is based on the children's game of the same name, will be produced for the network by Barry & Enright, New York.

### WZIP Programs Religious Series

WZIP Cincinnati has scheduled a series of religious readings, *Moments of Meditation,* 14 times daily, according to General Manager Ed Weston. The 200 readings, produced by Len Goorian with the cooperation of the Council of Churches, are taken from the Scriptures and run from 15 to 40 seconds. Negotiations are underway with a film distributor for transformation of the series for tv stations, Mr. Weston said.

### Fans Compete in Sports Contest

Listeners to St. Louis Cardinals' baseball broadcasts on the team's regional network are getting a chance during June to compete for 360 prizes in three "Mr. Mystery Sports Contests" being conducted by Anheuser-Busch for its Busch Bavarian beer, baseball sponsor. Listeners enter by identifying clues to the name of a well-known 20th Century sports personality and submitting the last line to a Busch Bavarian jingle. First prize in each contest is a 16-ft. "Speedship" runabout with motor and trailer or a 1958 Rambler automobile. Clues are presented during the baseball broadcasts. Other prizes consist of hi-fi sets, transistor radios and big league autographed baseballs.

### Ad Man Wins KMSP (TV) Contest

KMSP (TV) Minneapolis' contest for advertisers and timebuyers to guess the total rating points of the station's night movie programs was won by Lee Dubow, advertising manager, Emporium department store, St. Paul. Mr. Dubow's first prize was a silver champagne bucket, 12 crystal champagne glasses and six bottles of Piper-Heidsieck champagne. His prediction of 92.6 compared with the actual ARB rating of 92.8, according to KMSP.

### WTRF-TV Displays at Home Show

WTRF-TV Wheeling, W. Va., attracted visitors to its booth at the Ohio County "Better Homes Show" May 24-25 by using a tv set and film. Attached to the WTRF-TV booth was a 30-inch tv screen behind which a projector was able to show pictures on the screen by the use of a mirror. The station received one film commercial from each of its advertisers and ran these continuously one after another. Signs beside the viewing screen read, "Familiar friends in your home!"


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### MBS WOOS SUSIE

As a means of calling attention to the first anniversary of Mutual's news-and-music format, the network last week sent 24 "Happy Time" roses in a vase to each of 150 advertising agencies in the New York area. A novel twist: the roses were sent to secretaries of agency executives. The promotion was conceived and executed by the Ethos Organization, New York, promotion-merchandising counsel to Mutual, which is planning similar gambits to impress agencies and advertisers with the MBS format. Ethos is headed by George Vogel, who resigned recently as executive vice president of MBS [NETWORKS, June 9].

### WIP Pleads for Big Band Return

WIP Philadelphia dedicated a full day's programming June 2 to salute the American Federation of Musicians when that group held its first convention there in 58 years.

The schedule, midnight to midnight, was turned over to the sound of the big bands, old and new, to spearhead WIP's plea for a return of the live-band sound on radio. WIP served as federation information center throughout the four days of the convention.

### Youth Show Films Soviet Series

NBC-TV's *Youth Wants to Know* program (Sun., 3-3:30 p.m.), will film five programs in Moscow this summer, with American students there interviewing leading Soviet personalities, Edward Stanley, NBC director of public affairs, announced. Films will be shown at later date on program. In return, *Youth Wants to Know* unit started last week filming five programs with Soviet students quizzing U. S. leaders. Their films will be shown on tv in Russia.

### ABC-TV Takes L.A. Court Series

Dramatic re-creations of traffic cases, presented in a realistic Los Angeles traffic court setting, will be programmed on ABC-TV Wednesday (June 18, 9:30-10 p.m.). Titled *Traffic Court,* the series will feature Edgar Allen Jones, Jr., assistant law school dean of U. of California at Los Angeles, presiding regularly as judge. Program was originally seen locally on KABC-TV Los Angeles.

### RAB Reports on Sales Barrage

Some 411 presentations in 26 U. S. markets were made by Radio Advertising Bureau in its newly completed six-month "regional sales barrage," according to RAB President Kevin B. Sweeney. Between December 1957 and the first week in June 1958 the Bureau claims over 50% attendance by company presidents, in all types of markets.


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the top station from
noon to 10 p.m. Monday
through Friday . . . without
a hint of loading ratings . . . is

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| | noon to 10 p.m. Monday-Friday | when all 4 stations compete Sunday-Saturday |
|---|---|---|
| WMAL-TV | 31.7% | 28.9% |
| Station 2 | 29.3% | 31.3% |
| Station 3 | 24.7% | 28.7% |
| Station 4 | 13.9% | 11.1% |

ARB/April 8-14, 1958
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because...
- 27.4% more daytime circulation than the other Rochester channel (NCS #2)
- Greatest power
- Unsurpassed local programming and personalities
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SYMBOL OF SERVICE
A TRANSCONTINENT STATION
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WNEP-TV/WILK-TV, Scranton/Wilkes-Barre

## Faye Emerson Joins Weekday Show

Faye Emerson, tv and radio personality, has joined NBC Radio, according to Jerry A. Danzig, vice president of network programs. Miss Emerson will narrate *True Confessions* (Mon.-Fri., 2:05-2:30 p.m. EDT), starting today (Monday), when the daytime drama initiates a new policy of presenting complete stories each day, instead of using a serial format.

## WSB Tickets Safe Drivers

WSB Atlanta has announced that "as part of a continuing safety campaign" it keeps a prowl car on the road during the time of peak traffic to find safe drivers. Those who obey the law strictly have their license numbers read on the air. If the owners phone the station they are awarded theatre tickets. One of the safe drivers who recently called in and received his pair of tickets, WSB reports: J. P. Dwyer, vice president and business manager of WLWA (TV) Atlanta, one of WSB-TV's competitors.

## Mich. Tv Outlets Cross-Promote

A cross-promotion arrangement was used between WJIM-TV Lansing and educational station WKAR-TV East Lansing, Mich., May 25, when WJIM-TV carried a special NBC telecast of *Briefing Session*, ordinarily produced by NBC and the Educational Television & Radio Center.

WJIM-TV announced at the program's close that viewers could see the program later on the area's etv outlet. WKAR-TV had used spot announcements earlier to promote the one-time broadcast on the commercial station.

## CBS-Tv Program 'Ruble War'

A special hour-long report on *The Ruble War—Russian's Economic Threat to America* will be presented by CBS news on CBS television and radio networks "on or about July 10," News Director John F. Day has announced. On the theory that Russia's expanding foreign aid and trade programs represent the "most serious challenge ever faced by this country in peacetime," he said, six of CBS News' most experienced correspondents and camera crews have been assigned to spend the next six weeks on this story. Correspondents will assemble in New York to make in-person reports. They are Daniel Schorr of the Moscow bureau; David Schoenbrun, Paris; Ernest Leiser, Bonn; Winston Burdett, Rome; Peter Kalischer, Tokyo, and Richard C. Hottelet, who will report on Soviet economic penetration in South America.

## TIMEBUYERS TEMPTED WITH BINGO

WNBQ (TV) Chicago claims syndicated *Bingo-at-Home* has caught the fancy of local viewers, and the station has set out to convince agency timebuyers that it's a good buy for clients.

On two occasions the past fortnight (May 27, 29) the NBC o&o outlet held *Bingo* parties (refreshments, buffet lunch and an opportunity to win prizes) for timebuyers in a bid for sponsorship on a total or participating basis or in 15-minute segments. The program has caused considerable comment in other cities, including New York (on WABD [TV]), Philadelphia and Los Angeles.

On WNBQ Mike Douglas, m.c.-vocalist, conducts three games each day during the 12:30-1:30 p.m. show, offering 75 prizes to home viewers and studio audience guests and following the format utilized in other cities. Contestants write B-I-N-G-O across the top of their cards, then five digits of a selected telephone number under the letters on the next line, and finally fill in arithmetical progressions downward (9, 8, 7, etc.) from each digit. After Mr. Douglas sets the pre-determined pattern for B-I-N-G-O, he calls off numbered ping-pong balls.

Don Keller, Leo Burnett Co. timebuyer, won an RCA transistor radio during the telecast May 29. Other agency winners in post-program studio competition were Harry Furlong, J. Walter Thompson Co.; Helen Davis, Clinton E. Frank Inc., and Virginia Caldwell, George H. Hartman Co., all receiving similar prizes. WNBQ closed-circuited the program to NBC spot sales personnel in New York a fortnight ago. The series is syndicated by Bingo Time Inc.

WNBQ reported Tuesday it had received 137,000 entries in the first 12 days of *Bingo-at-Home* play. On one day alone (June 3), 46,164 mail pieces poured into the station.

**MECHANICS** *of WNBQ (TV) Chicago's* Bingo-At-Home *program are explained by Henry T. Sjogren (second from r), assistant general maanger of the NBC o&o station, to an agency group comprising Andy Anderson (l), Geoffrey Wade Adv. and Harry Furlong and Ed Fitzgerald, both J. Walter Thompson Co.*

## KDKA Sponsors Summer Symphony

KDKA Pittsburgh is co-sponsoring and directing the promotion and publicity of the American Wind Symphony for its six-week concert season in Pittsburgh and other Ohio River valley communities this summer.

Gathering for the second-annual event in Pittsburgh are 57 music majors from the nation's colleges and universities to present two concerts a week on a new theatre barge anchored off Point State Park. A ten-day tour, ending in Cincinnati, follows the Pittsburgh stand. Other sponsors of the AWS are the Howard Heinz Endowment and Duquesne U.

**Finest Feature Films...**
ON
**WAKR·TV** AKRON
during **PEAK EVENING** hours
Call McGAVREN-QUINN CORP. . . . . or KEN KEEGAN
New York, Chicago, Detroit, Hollywood San Francisco.
PO 2-8811 Akron

## KWKH to Originate CBS Series

*Louisiana Hayride,* a showcase for country music talent originated by KWKH Shreveport, La., for several years one of five participating shows on CBS' regular *Saturday Night Country Style,* will become a weekly CBS network series July 12.

The new feature broadcast from the Shreveport municipal auditorium (7:35-8 p.m. CDT) will present a nationally known artist headliner every Saturday. The KWKH program through the years has developed such performers as Hank Williams, Webb Pierce and Elvis Presley.

## WCAR Starts 24-Hour Service

WCAR Detroit has begun 24-hour broadcasting on a "never close" basis. The addition of a second transmitter enables the station to avoid the usual weekly shutdown for servicing. WCAR started operation in 1939 as a 1 kw daytime station in Pontiac, Mich., and now broadcasts with maximum power of 50 kw.

## WBT-AM-TV Sponsors Water Show

WBT-AM-TV Charlotte, N. C., hosted the "Tommy Bartlett Water Skiing and Mercury Jumping Boat Show" for the second consecutive year. The six performances in Charlotte attracted more than 60,000 spectators.

## VIRGINIA VALUES

Norfolk's 12 radio and tv stations were credited by merchants last week with enabling them to set all-time record sales in their anti-recession Norfolk Value Fair. In fact, they would like to repeat the event next year, WTAR-TV Norfolk reports.

An estimated 100,000 consumers jammed roped-off Granby St. after the stations had aired 1,300 public service spots in seven days. In addition, the radio stations provided shoppers with music and entertainment during the day.

Most stations originated live coverage from the main business artery, where 72 of 115 new cars on display were sold. One department store exceeded its previous one-day record by 10%. WTAR's Trafton Robertson broadcast the Value Fair from a store marquee. With him was Norfolk's "Miss Portable Radio" to plug National Portable Radio Week.

## IN PUBLIC INTEREST

**TELETHON FOR LEUKEMIA** • WABD (TV) New York collected more than $800,000 in pledges and contributions for leukemia research in the 19-hour "Dean Martin Telethon" presented May 24-25, it was announced last week by Arthur H. Konvitz, co-ordinator of the telethon. Guest stars included Steve Allen, Phil Silvers, Ed Sullivan, Lucille Ball, Pat Boone and Sid Caesar.

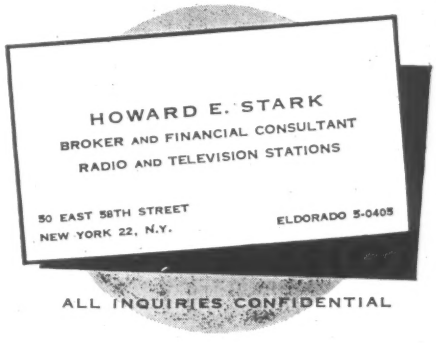
**HIGHWAY PATROL** • WMTN Morristown, Tenn., broadcasts daily safety announcements recorded by the area's five state troopers, who end a plea for driving caution with the following: "If you are reckless we'll get to you before the undertaker does . . . maybe." Also, regardless of the time, accident reports are broadcast minutes after they occur.

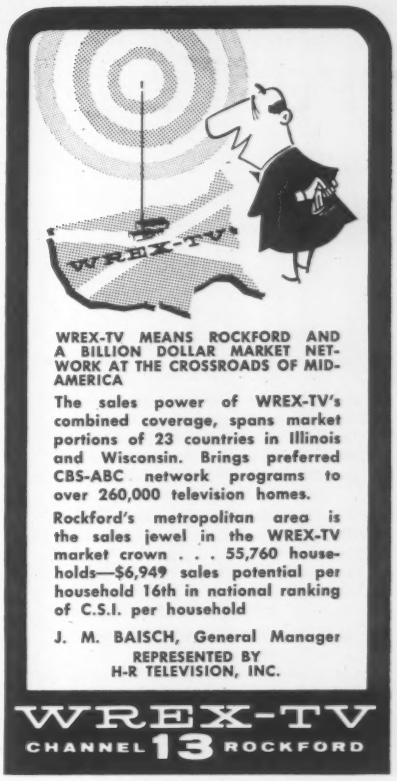
**SAFETY THIRST** • KBUZ Mesa, Ariz., combined with the Coca-Cola Bottling Co. of Phoenix to help "death take a holiday" during Memorial Day weekend. Starting Thursday evening and continuing through Monday, KBUZ and Coca-Cola invited all highway travelers to drive safely and stop in at the station's studios to have a free coke with the KBUZ "Music Makers." More than 1,500 cokes were downed by drivers seeking the pause that refreshes. In addition, traffic safety and highway bulletins were given every 15 minutes over the holiday weekend.

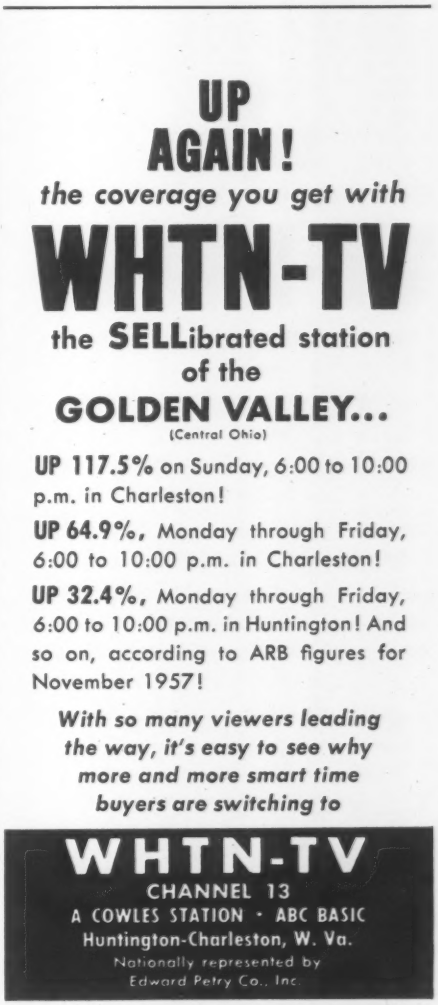
**TELETHON PREMIERE** • KMTV (TV) Omaha raised over $50,000 for the local Multiple Sclerosis chapter through the station's first telethon. Host for the two-day telethon was Dennis O'Keefe, who was aided by Buff Cobb, Roger Coleman and Betty Johnson. During the 48-hour campaign KMTV stars Captain Ben and Hawk persuaded more than 7,000 Omaha youngsters to participate in a "Drive-up, Drop-in" MS project.

**OPERATION HEART** • WBCM Bay City, Mich., rallied its listeners to financial support of a destitute family whose three-year-old child needed a heart operation. A plea over WBCM's program, *Sound Off,* brought in $300 to assist the parents in paying medical and doctor bills. More than 200 pieces of mail resulted from one spot announcement about the family's plight.

**RECORD DONATION** • KGFJ Los Angeles donated 200 popular records and a supply of classical albums to the National Foundation for the Junior Blind, a training center for children between the ages of 7 and 21.



WREX-TV
WREX-TV MEANS ROCKFORD AND A BILLION DOLLAR MARKET NETWORK AT THE CROSSROADS OF MID-AMERICA
The sales power of WREX-TV's combined coverage, spans market portions of 23 countries in Illinois and Wisconsin. Brings preferred CBS-ABC network programs to over 260,000 television homes.
Rockford's metropolitan area is the sales jewel in the WREX-TV market crown . . . 55,760 households—$6,949 sales potential per household 16th in national ranking of C.S.I. per household
J. M. BAISCH, General Manager
REPRESENTED BY
H-R TELEVISION, INC.
WREX-TV
CHANNEL 13 ROCKFORD


UP AGAIN!
the coverage you get with
WHTN-TV
the SELLibrated station of the
GOLDEN VALLEY...
(Central Ohio)
UP 117.5% on Sunday, 6:00 to 10:00 p.m. in Charleston!
UP 64.9%, Monday through Friday, 6:00 to 10:00 p.m. in Charleston!
UP 32.4%, Monday through Friday, 6:00 to 10:00 p.m. in Huntington! And so on, according to ARB figures for November 1957!
With so many viewers leading the way, it's easy to see why more and more smart time buyers are switching to
WHTN-TV
CHANNEL 13
A COWLES STATION • ABC BASIC
Huntington-Charleston, W. Va.
Nationally represented by
Edward Petry Co., Inc.

# PEOPLE

## A WEEKLY REPORT OF FATES AND FORTUNES

### ADVERTISERS & AGENCIES

MR. McDERMOTT

**TOM McDERMOTT,** v.p. in charge of radio-tv, Benton & Bowles, N. Y., elected to board of directors. Mr. McDermott has been with firm since 1942.

**JOHN J. NEVILLE,** director of merchandise services, Scott Paper Co., Chester, Pa., has resigned to form Neville & Ronald Inc. New advertising-marketing agency's address: 1530 Locust St., Phila.

**JOSEPH A. MAYNARD, E. MAURICA NUGENT** and **S. JOSEPH HOFFMAN** to Ingalls-Miniter-Haughey Co., Boston, as v.p., treasurer, and creative director-account executive, respectively.

**WILLIAM D. TYLER,** plans board chairman, Leo Burnett & Co., Chicago, to Benton & Bowles, N. Y., as v.p.-director.

**CHARLES J. LICK,** executive v.p. in charge of operations, Pabst Brewing Co., L. A., has retired, succeeded by **ROBERT SHLAUDEMAN,** v.p. Mr. Lick continues as director of company.

**GEORGE H. GUINAN,** formerly v.p., Robert W. Orr & Assoc. (now defunct) who joined Burke Dowling Adams, N. Y., year ago this month, elected v.p.

**THOMAS A. GULLETTE,** executive on Studebaker-Packard and Mercedes-Benz of North America Inc. motor accounts, Burke Dowling Adams Inc., N. Y., named v.p.

**ROBERT T. HAYES,** art director, Ralph H. Jones Co., named v.p. of art.

**G. BOWMAN KREER,** co-manager, Chicago office, Campbell-Mithun Inc., resigns. He has not announced future plans.

**HELEN ALEXIEVE,** radio-tv director, Cole & Weber Inc., Portland, Ore., resigns.

**ROBERT L. FRENCH,** formerly director, Air Force Operator Laboratory, appointed director, Marketing-Social Research Div., Psychological Corp., N. Y.

**JAMES HASKELL,** formerly writer-consultant on health and medicine with Young & Rubicam, N. Y., appointed copy director of professional division of Doherty, Clifford, Steers & Shenfield, N. Y.

**CHARLES A. BROCKER,** associate media director, Lennen & Newell, N. Y., to Joseph Katz Co., New York-Baltimore-New Orleans, as media director.

**HARRY W. MORRIS,** operator of his own agency in S. F., to Heintz & Co. there as account executive.

**JAMES R. McEDWARDS,** assistant media director, Tatham-Laird Inc., joins NBC Central Div. tv network sales staff as account executive. **JOHN F. BROOKMAN** becomes sales planning-promotion assistant in same department.

**JOHN M. MAUPIN,** general sales manager, WINS New York, to BBDO, N. Y., as account executive on Plastic Sales division of the Polychemicals Dept., E. I. du Pont de Nemours account.

**EDDIE DEERFIELD,** writer-director, WGN-TV Chicago, to Oscar Katov & Co. there as head of radio-tv department.

**EDWARD G. GALLAHER,** copy staff of N. W. Ayer & Son, Phila., promoted to head of creative group of Ayer's Detroit office.

**WILLIAM NOLAN,** formerly assistant general manager of Pacific Indoor Adv. Co., and **DAVID CALLAHAN,** formerly salesman, Procter & Gamble, to Erwin Wasey, Ruthrauff & Ryan, Los Angeles, as merchandising executives.

**SID RENDELY,** creative staff, Compton Adv. Inc., N. Y., transfers to S. F. office.

**CURTIS GRAM,** formerly research project director at North Adv. Inc., Chicago, to research department, Erwin Wasey, Ruthrauff & Ryan Inc. there.

### NETWORKS

**JULES HERBUVEAUX,** NBC v.p. and general manager of WNBQ (TV) Chicago and WMAQ Chicago, elected to board of directors, National Better Business Bureau, N. Y. He has been vice chairman of Chicago BBB since 1956.

**LOU SPOSA,** former associate producer of *Chance of a Lifetime, High Finance* and author of "Television Primer," named director of ABC-TV's *ESP* (Fri. 9-9:30 p.m.) which debuts July 11.

**THOMAS E. COFFIN,** director of research, NBC, elected to president of Radio & Television Research Council, N. Y., Others elected: **MARY McKENNA,** director of research and sales development, WNEW New York, v.p., and **MARIAN JACKSON,** media research supervisor, Foote, Cone & Belding, secretary-treasurer.

### STATIONS

**MARVIN A. KEMPNER,** managing director, WINE and WILY-FM Buffalo, N. Y., rejoins Richard H. Ullman Inc. there as executive v.p. after year's leave of absence. **HARRY GLASCOCK,** general manager, WKDA Nashville, succeeds him as manager of stations.

**DICK SCHEELE** joins KODE-AM-TV Joplin, Mo., as regional sales manager. **LEE GEORGE,** d.j., WMBH Joplin, to KODE in similar capacity.

**MARTIN T. DOOLING JR.,** salesman, Dooling Jewelers, St. Louis, Mo., to KMOX-TV St. Louis as sales service manager.

**HOMER GRIFFITH,** manager, KEAR (FM) San Francisco, appointed general manager of KCAL Redlands, Calif.

**CHARLES L. BROOKS,** sales-executive position, KTBC Austin, to KRGV-AM-TV Weslaco, both Texas, as general manager. **FRED NOBLE,** production manager, KTBC, joins stations as operations manager.

**FRED MOSIMANN,** commercial manager, WROY Carmi, Ill., to KGVO Missoula, Mont., as general manager.

**J. NATHAN TUCKER,** film director, WBTV (TV) Charlotte, N. C., named assistant program manager.

**GENE SMITH,** assistant manager, WIFM Elkin, N. C., named manager, succeeding Willerwin, resigned to move to Morganton. Bill Shreve, announcer takes on additional duties of salesman.

**BARNEY HALL** joins station as d.j., succeeding **LARRY NIXON.**

**B. A. HUBLEY,** station manager, WBTN Bennington, Vt., to WCSH Portland, Me., in similar capacity.

MR. WATTS

**C. R. (DICK) WATTS,** general sales manager, KROD-TV El Paso, Tex., named assistant general manager. Mr. Watts joined Roderick Broadcasting Co. (KROD-TV's licensee) in 1952.

**CHET ZANESKI,** KOVR (TV) Stockton, Calif., to WHDH-AM-TV Boston as account executive.

**WILLIAM HARKNESS,** formerly sales manager, Heil Motors Inc., to WSAI Cincinnati as account executive.

**CHARLES E. KNOWLES,** Washington-Batlimore district sales supervisor, Purex Corp., to WRC-TV Washington as account executive.

**MARK ADAMS,** news director, Rocky Mountain Network, Denver (under name of **DON ALLEN**), to KYA San Francisco in charge of news operation. **SEAMUS O'HARA,** d.j., WOKY Milwaukee, and **JIM SPARROW,** d.j., KRUX Glendale, Ariz., join station in similar capacities.

**PETER H. HAHN,** CBS South American correspondent, to WTOL Toledo as news director.

**BILL DENTON,** manager, KOZI Chelan, Wash., to KREM Spokane, Wash., news staff.

**ELIZABETH BAIN,** formerly manager of film department of WBBM-TV Chicago, appointed director of film programming, WABD (TV) New York and WTTG (TV) Washington, succeeding **JACK LYNN,** appointed program director of WNTA-TV Newark, N. J.

**DENNIS KING JR.,** assistant film producer, Roland-Reed Films, Hollywood, to KFSD-TV San Diego, as director. **JOHN WAYNE ABERNETHY,** manager, Rancho Market Basket, joins station as merchandising manager.

**PAUL McDUFFIE,** film and traffic manager, KFDM-TV Beaumont, Tex., to KBTV (TV) Denver, Colo., as traffic director, succeeding **MAE SUNADA** resigned.

**BUD ARKELL,** engineer-announcer, WANS Anderson, S. C., named chief engineer.

**JOHN A. WEBER,** chief accountant, Transcontinent Tv Corp., Rochester, N. Y., named assistant controller.

**EDMOND TAYLOR,** named Paris correspondent for WTOP-TV Washington. His reports also will be on WMBR-TV Jacksonville, Fla.

**ELLIOTT LITT,** program director-host, KPAL Palm

**INDIANAPOLIS** had one of its largest agency personnel shifts when four former Keeling & Co. vice presidents joined Carlson & Stassen Inc. (Latter agency formerly was Robinson, Carlson & Stassen Inc. **Herbert Carlson** [seated] acquired **W. R. Robinson's** interest in firm.) Vice presidents pictured with Mr. Carlson, president of C&S, are (l to r) **M. P. (Bob) Jenkins, Robert Stassen, Raymond G. Sweeney, Victor G. Varno** and **Jackson Hazlewood.**

Springs, Calif., to KRHM (FM) Hollywood as newscaster and host of own show.

**HUGH M. TINER,** president, Pepperdine College, L. A., to KFMB-TV San Diego as news commentator.

**STAN DALE,** d.j., WAIT Chicago, assumes added duties of public relations director.

**HY LIT,** formerly d.j., with WRCV Philadelphia, WHAT there and NBC, to WCAU-TV Philadelphia as host of *Block Party*.

**JOHN P. COLLINS,** program and sports director, WBTA Batavia, N. Y., to KFMB San Diego, Calif., as announcer.

**MORTON CRIM,** formerly news director at WCBC-AM-TV Anderson, Ind., to WTVO (TV) Rockford, Ill., as announcer.

**HARRY MITCHELL** joins KERO-TV Bakersfield, Calif., as announcer.

**J. LEONARD REINSCH,** executive director of Cox Radio & Television Stations, has been appointed member of Transportation & Communications Committee of Chamber of Commerce of U. S. for coming year. Last year he was named to vacancy created by death of **RALPH W. HARDY.** CBS Washington v.p.

**ERNEST FELIX,** formerly general manager, WMTV (TV) Madison, Wis., and **JACKIE PIERCE,** hostess, WTVJ (TV) Miami, Fla., were married June 4. Mr. Felix is part owner-officer of WEHT (TV) Henderson, Ky., and WEOA Evansville, Ind. Mrs. Felix has been hostess at WTVJ since it went on air in 1949.

**HARVEY J. STRUTHERS,** general manager of WHCT (TV) Hartford, Conn., elected to v.p. in charge, community improvement department, Hartford Chamber of Commerce.

**JOE PHIPPS,** news operations director, WWDC Washington, June 19 will address Conference of International Council of Industrial Editors at Shoreham Hotel, Washington. Mr. Phipps will talk on "Gathering and Writing a Story."

**HANK THORNLEY,** news director, KBET-TV Sacramento, Calif., elected to chairman of California Associated Press Radio-Tv Assn., succeeding **SAM ZELLMAN,** pacific coast news director, CBS-TV. **PAT O'REILLY,** news editor, ABC Radio, elected to vice chairman of association.

**CHUCK BILL,** farm director and m.c. at WBKB (TV) Chicago, to head American delegation of 30 farm industrialists on European tour June 28-July 19.

**TOM EATON,** news director, WTIC-AM-TV Hartford, named secretary-treasurer, Connecticut Council on Freedom of Information.

**JAY JASIN,** newscaster-d.j., KDAY Santa Monica, to KPAL Palm Springs, both California, as member of "Fabulous Five" d.j. team.

**JACK LATHAM,** newscaster on KRCA (TV) Los Angeles, leaves tomorrow (Tuesday) for six-week, 10,000-mile motor tour of Europe, including such countries as Czechoslovakia, Poland, Russia, Rumania and Bulgaria. Mr. Latham will send filmed, cable and radio phone reports back to KRCA for use in his Mon.-Fri., 6-6:15 p.m., 6:45-7 p.m. and 11-11:15 p.m. newscasts which will be handled by **LEE GIROUX** in his absence.

**T. F. (FRANK) STUBBS,** 53, general manager, KLMS Lincoln, Neb., killed in automobile accident May 25.

## MANUFACTURING

**DONALD J. O'REAR,** midwest regional manager, Philco Corp., Phila., named western regional manager, succeeded by **JOHN D. TEMOYAN** of company's Dayton office. Messrs. O'Rear and Temoyan headquarter in Palo Alto, Calif., and Colorado Springs, Colo., respectively.

**JOSEPH T. HOULIHAN,** manager, merchandising-entertainment tubes, Distributor Products Dept., RCA Electron Tube Div., Harrison, N. J., promoted to manager, central district, distributor sales of same division, Chicago.

**WHITNEY L. GARRETT,** manager, central sales district, RCA Electron Tube Div., Chicago, named manager, east central region, RCA, Cleveland, succeeding **CARL V. BRADFORD,** promoted to director of regional operations.

**DONATO J. BRACCO,** chemistry laboratory manager, Sylvania Electric Products, N. Y., named planning manager. **DANIEL LAZARE,** head of physics laboratory engineering services, named project administration divisional manager. **BENJAMIN W. LEAVITT,** government agencies technical liaison manager, given additional assignment of technical coordination of division's research program.

**WILLIAM H. CHASE,** formerly with Easy Laundry Appliances Div., Murray Corp. of America, appointed merchandising coordinator for Norge Div. of Borg-Warner Corp., Chicago.

## FILM

**A. H. BAEBLER,** sales representative, Alexander Film Co., Colorado Springs, Colo., named St. Louis resident v.p., headquartering in Normandy, Mo.

**ROBERT A. CINADER,** v.p., programs, California National Productions, to Hal Roach Studios as v.p.

**IRVING ASHER,** producer, TCF Productions, tv subsidiary of 20th Century-Fox Film Corp., named executive v.p. of sales.

**BARNEY L. KEMENDO,** formerly merchandising manager, NBC, to Interstate Tv Corp., Hollywood, as central division manager, headquartering in Dallas.

**RITA ANDERSON,** office manager, Guild Films, Hollywood, named assistant to president.

**GABRIEL GEORGE BAYZ,** formerly head of creative services and (tv) film production supervisor, Robert Lawrence Productions, N. Y., to Klaeger Film Productions, N. Y., as tv commercial and industrial producer.

**HERMAN GARRIS,** print booker with AAP since 1956, named booker for eastern division, succeeding **SOPHIE GLANTZ,** resigned.

## TRADE ASSNS.

**PATTI SEARIGHT** of WTOP Washington elected local president of American Women in Radio & Tv succeeding **BERYL DENZER HINES.** Other officers elected: **MARY LOIS DRAMM** of WRC, v.p.; **ELLEN WADLEY,** CBS, publicity chairman; **HAZEL MARKEL,** NBC, and **MARY ANN GUYOL,** National League of Women Voters, program chairmen; **NAN HANNUM,** Courtland Ferguson Agency, hospital chairman; **HELEN JEAN ROGERS,** ABC, membership chairman, and **CHARLOTTE HUBBARD,** United Givers Fund, project chairman.

**CARL H. HENDRIKSON,** v.p.-general manager of Crossley S-D Surveys Inc., N. Y., elected president of New York chapter of American Marketing Assn. for 1958-59. He succeeds **ROBERT E. KAHL,** marketing coordinator, Borden Co.

**GEORGE STEVENS** elected to president, Academy of Motion Picture Arts & Sciences, succeeding **GEORGE SEATON.** Mr. Seaton continues on board of governors.

## REPRESENTATIVES

**JIM LUCAS,** account executive, KALI Pasadena, Calif., has opened station representative office at 1350 N. Highland Ave., Hollywood 28, Calif.

**RICHARD D. FOERSTER,** account executive, WBBM-TV Chicago for past two years and at one time in research and promotion and later timebuyer with Leo Burnett Co., joins Chicago office of Peters, Griffin, Woodward, station representative, as tv account executive.

**FRANK J. HONOSKI,** salesman, Radio-Tv Representatives, N. Y., named account executive for Simmons Assoc., N. Y., station representative.

MR. POHLE

**ROGER HUTZENLAUR,** media department, Young & Rubicam, N. Y., to sales and research staff, McGavren-Quinn Corp., N. Y.

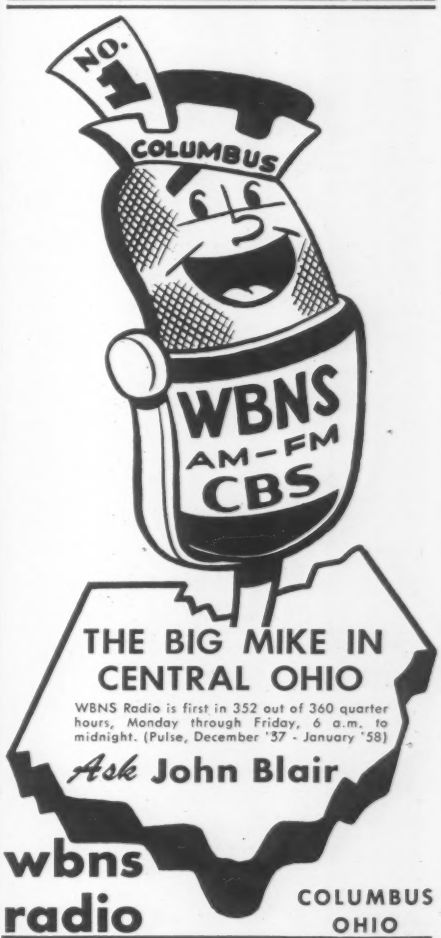
**JACK D. POHLE,** formerly national sales representative, KNX Los Angeles, to CBS Radio Spot Sales, L. A., as salesman.

**THOMAS CARROLL,** with Radio T.V. Representatives since 1953, appointed v.p.


That bright spot you see on the economic map is Eastern Iowa.

That picture you see on the tv sets in Eastern Iowa is WMT-TV's.

*(WMT-TV is CBS Television for Eastern Iowa; the mail address is Cedar Rapids; national representative, The Katz Agency.)*



## PEOPLE CONTINUED

**THOMAS CARROLL,** with Radio Tv Representatives since 1953, appointed v.p.

**EDWARD L. McLEAN,** formerly senior presentation writer and editor of Radio Advertising Bureau's weekly newsletter, appointed director of special presentations for CBS Radio Spot Sales, N. Y.

**FREDERICK WALLIN,** formerly with creative staff of Slide Graphic Studios, appointed head of visual and mechanical production in sales development department, John Blair & Co., N. Y.

## EDUCATION

**JOHN C. CRABBE,** radio-tv director, College of Pacific, appointed general manager of Central California Educational Tv Corp.'s channel 6, Stockton, due to go on air this fall. Mr. Crabbe served as executive secretary of corporation since last December.

**ROBERT O. HALL,** head, cinema department-associate professor, education and cinema, U. of Southern California, L. A., to Educational Tv & Radio Center, Ann Arbor, Mich., as program associate while on year's leave of absence from university.

**GLENN T. SEABORG,** chemistry professor-nuclear chemistry research director, U. of California, elected to board of directors, Educational Radio & Tv Center, Ann Arbor, Mich.

## PROFESSIONAL SERVICES

**KARL A. SMITH,** Washington communications attorney with Hogan & Hartson for past 25 years, has retired from active practice. Mr. Smith, native Washingtonian, was with Law Dept. of FCC from 1930 to 1933, and before that was with Washington's Police Court.

**WILLIAM E. CAMPEAU,** formerly with General Public Relations Inc., to Harshe-Rotman Inc., L. A., as account executive.

## PROGRAM SERVICES

**JOHN PAUL JONES,** producer-director, ABC-TV, to Jules Power Productions Inc., N. Y., as creative planning-production supervisor.

**PETER CARDOZO,** N. Y., has compiled and edited second edition of *Wonderful World for Children.* Book published by Bantam Books, N. Y., is "up-to-date compilation of all known sources of free and nearly-free material of educational and entertainment value for children from 5-11.

**ALFRED WALDRON,** 57, veteran United Press Movietone photographer, died in Miami June 6 after long illness.

## GOVERNMENT

**ROBERT P. SPEER,** formerly UP correspondent and with U. S. Information Agency, Washington, for past year, named director of press and publications.

## INTERNATIONAL

**ALMA VENABLES,** specialist in child-appeal advertising for radio-tv, to creative director of Baker Adv. Agency Ltd., Toronto, Ont.

**GORDON FRASER,** sales manager, Shelly Films, to Caldwell Lab, Toronto, Ont., as manager.

## FOR THE RECORD

# Station Authorizations, Applications

*As Compiled by BROADCASTING*

**June 5 through June 11**

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.***

**Abbreviations:**

**DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.**

## New Tv Stations

### ACTION BY FCC

**Sterling Colo.—Bi-States Co.**—Granted ch. 3 (60-66 mc); ERP 28.2 kw vis., 15.1 kw; aur.; ant. height above average terrain 669 ft., above ground 602 ft. Estimated construction cost $205,833, first year operating cost $36,000, revenue $80,000. P. O. address 414-16 East Ave., Holdrege, Neb. Studio location Sterling, Colo. Trans. location 13 miles east of Sterling on US 6. Geographic coordinates 40° 40' 41" N. Lat., 102° 58' 13" W. Long. Trans.-ant. GE. Legal counsel John Southmayd, Perpetual Bldg., Washington. Consulting engineer, Commercial Radio Equipment Co., International Bldg., Washington. Owners are **F. Wayne Brewster** (55.5%) and others. **Bi-States** owns **KHOL-TV Kearney** and **KHPL-TV Hayes Center,** both **Nebraska.** Mr. Brewster has hospital and livestock interests. Announced June 5.

## Translators

### ACTION BY FCC

**K8OAD Lone Pine, Calif.**—Granted (1) acquisition of negative control of tv translator station by **Ernest F. Lasky** (50%) and **Donald H. Branson** (50%) through the purchase of stock from **Edward A. Barmore** and **Elmer C. Butler;** consideration $8,000; and (2) renewal of license. Announced June 11.

## Allocations

### CHANNEL CHANGE DENIED

By report and order, Commission denied petitions by (1) **Gregg Television Inc., Longview, Tex.,** to reallocate ch. *2, now reserved for educational use in **Denton, Tex.,** to Longview for commercial use and assign ch. 71 to Denton for educational use and (2) **Harwell V. Shepard,** Denton, to make ch. 2 available for commercial operation in Denton and reserve ch. 17 for educational use there; and terminated proceedings. Commissioner Lee dissented. Announced June 5.

## New Am Stations

### ACTIONS BY FCC

**Tampa, Fla.—Radio Tampa**—Granted 1010 kc, 50 kw DA, D. Post office address 216 W. Jackson Blvd., Chicago, Ill. Estimated construction cost $98,250, first year operating cost $102,000, revenue $140,000. For principals, see Final Decisions, below. Announced June 11.

**Leitchfield, Ky.—Rough River Bcstg. Co.**—Granted 1580 kc, 250 w D. P. O. address % Ernest Spurlock, Bright Shade, Ky. Estimated construction cost $10,120, first year operating cost $24,000, revenue $32,000. Equal partners **Ernest Spurlock** and **Edward Corley** are employes of **WWXL Manchester, Ky.** Announced June 5.

**Islip, N. Y.—Great South Bay Bcstg. Co. (WRBS [FM])**—Granted 540 kc, 250 w D. Post office address P. O. Box 361, Islip, Long Island, N. Y. Estimated construction cost $18,930, first year operating cost $48,000, revenue $60,000. Principals include President **George E. Klein Jr.** (⅓), Officer, Psychological Warfare Center, Ft. Bragg, N. C.; Vice President **George E. Klein Sr.** (⅓), electrical contractor, and Secretary-Treasurer **Seymour Malman** (⅓), real estate. Announced June 11.

### APPLICATIONS

**Atascadero, Calif.—Radio Atascadero,** 1490 kc, 100 w unl. P. O. address Box 569, Canoga Park, Calif. Estimated construction cost $13,502, first year operating cost $28,000, revenue $42,000. **Jeannette Arment,** sole owner, also owns **KDXU St. George, Utah.** Announced June 11.

**Red Bluff, Calif.—Mount Lassen Radio and Tv Bcstg. Co.,** 1360 kc, 500 w D. P. O. address Box 806, Red Bluff. Estimated construction cost $14,774, first year operating cost $28,000, revenue $54,000. **Edward Beck,** USAF recruiting sgt., and **Harry Shelby,** chief engr., **KBLF Red Bluff,** each own 48%. Announced June 6.

**Lyons, Ga.—Toombs County Bcstg. Co.,** 1360 kc, 1 kw D. P. O. address North State St., Lyons. Estimated construction cost $13,900, first year operating cost $30,000, revenue $36,000. **R. L. Horne Jr.,** sole owner, is automobile-tractor dealer. Announced June 11.

**Laurel, Md.—Interurban Bcstg. Corp.,** 900 kc, 1 kw D. P. O. address 3700 Kanawha St., N.W., Wash. Estimated construction cost $43,400, first year operating cost $48,000, revenue $60,000. One-third owners **Dr.** and **Mrs. I. Lewis Sandler** and **Robert Blum** have interest in **Valley Forge Distributing Co.** Announced June 4.

## Existing Am Stations

### ACTIONS BY FCC

**WLAY Muscle Shoals, Ala.**—Granted renewal of license. Announced June 5.

**WOTR Corry, Pa.**—Granted change of facilities from 500 w D, to 500 w N, 1 kw-LS, DA-N, continuing operation on 1370 kc; remote control permitted during daytime non-DA hours; engineering conditions. Announced June 5.

**WENO Madison, Tenn.**—Granted increase of power from 1 kw to 5 kw, continuing operation on 1430 kc, D. Announced June 5.

### CALL LETTERS ASSIGNED

**KYSN Colorado Springs, Colo.—Taylor Bcstg. Co.,** 1460 kc. Changed from KAFA, effective July 1.

**WSEB Sebring, Fla.—Radio Sebring,** 1340 kc.

**WINT Winter Haven, Fla.—Winter Haven Bcstg. Co.,** 1360 kc.

**WAUB Auburn, N. Y.—Herbert Michels,** 1220 kc.

**WBTL Farmville, N. C.—Atlantic Bcstg. Corp.,** 1280 kc.

**WRMT Rocky Mount, N. C.—M. R. Robbins,** 1490 kc.

**WLSC Loris, S. C.—Loris Bcstg. Co.,** 1570 kc.

## New Fm Stations

### ACTIONS BY FCC

**Redondo Beach, Calif.—South Bay Bcstg. Co.**—Granted 93.5 mc, 1 kw. P. O. address 4020 Arch Dr., North Hollywood, Calif. Estimated construction cost $15,917, first year operating cost $38,000, revenue $42,000. **Sherman Somers** and **Robert William Crites** are 50% partners. Both are in phonograph record distribution. Announced June 5.

**San Diego, Calif.—Broadmoor Bcstg. Corp.,** 103.7 mc, 11.5 kw unl. P. O. address U. S. Grant Hotel 326 Bdwy., San Diego. Estimated constructions cost $12,500, first year operating cost $3,600, revenue $3,600. **Jack Gross,** sole owner, has been owner of **KXOC Chico, Calif.** Announced June 5.

### APPLICATION

**Rio Piedros, P. R.—Fidelity Bcstg. Corp.,** 95.9 mc, .84 kw. P. O. address Box 89, Rio Piedros. Estimated construction cost $12,130, first year operating cost $12,000, revenue $15,000. **Enrique Sampayo** (50%) is businessman. Announced June 4.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## Allocations

### PROPOSED CHANGES

Commission invites comments by July 7 to proposed rule making to amend allocation plan for Class B fm stations as follows:

To add ch. 282 to **Athens, Ala.**; delete ch. 238 from **Columbus, Ohio,** and add it to **Lancaster, Ohio**; add ch. 235 to **Cleburne, Tex.**, and add ch. 300 to both **Redlands** and **Lancaster, Calif.**

## Existing Fm Stations

### ACTION BY FCC

**WCHA-FM Chambersburg, Pa.**—Granted application to change from Class A to Class B fm station; change frequency from 95.9 mc to 95.1 mc; ERP from 700 w to 2.8 kw; ant. 240 ft.; remote control permitted. Announced June 5.

## Ownership Changes

### ACTIONS BY FCC

**KSLR Oceanside, Calif.**—Granted assignment of license and cp to **Walter N. Nelskog** (interest in **KQTY Everett, Wash.**; **KQDY Minot,** and **KMBK Bismarck, N. D.**, and **KUDI Great Falls, Mont.**) and **Darrell R. Anderson** (interest in **KING-TV Seattle, Wash.**) d/b as **Pacific Broadcasters**; consideration $168,000. Comr. Lee absent. Announced June 11.

**KRKS Ridgecrest, Calif.**—Granted assignment of license to **Gilson Bcstg. Inc. (Leland J. Gillette,** president); consideration $13,850. Announced June 5.

**KULA-TV Honolulu, Hawaii**—Granted assignment of license to **Kaiser Hawaiian Village Television Inc.**; consideration $685,000; conditioned that assignee dispose of interest in **KHVH-TV Honolulu,** prior to acquiring KULA-TV. Comr. Lee absent. Announced June 11.

**WKAI Macomb, Ill.**—Granted assignment of license to **WKAI Bcstg. Co. (William H. Rudolph)**; consideration $79,000. Announced June 11.

**KMNS Sioux City, Iowa**—Granted assignment of license from **Johns** family and **Robert J. Flynn** to **Siouxland Bcstg. Inc.**, 100% owned by **Stuart Investment Co. (KFOR** and **KRGI, Lincoln** and **Grand Island, Neb.**, respectively); consideration $175,000. Announced June 11.

**KSUM Fairmont, Minn.**—Granted assignment of licenses to **John E. Hyde Jr.** (50% owner of **KDHL Faribault, Minn.**); consideration $237,500. Announced June 5.

**WWGP-AM-FM Sanford, N. C.**—Granted assignment of licenses to **WWGP Bcstg. Corp (Frank J. Abbott Jr.,** president); consideration $42,500. Announced June 5.

**KQDI Bismarck, N. D.**—Granted assignment of cp from **Walter N. Nelskog, Paul Crain, Delbert Bertholf,** and **D. Gene Williams** to **Mr. Bertholf. Mr. Williams, Darrel W. Holt,** and **Robert Eubanks,** d/b as **Dakota Musicasters**; consideration $1,250 to each withdrawing partner. Announced June 11.

**KOOO Omaha, Neb.**—Granted assignment of license to **KOOO Corp. (J. J. Fenlon,** president); consideration $200,000. Comrs. Bartley and Ford dissented. Comr. Lee absent. Announced June 11.

**KGLC Miami, Okla.**—Granted acquisition of positive control by **Kenyon Brown** through purchase of remaining 77.84% stock from trustees for **George L. Coleman Sr.,** deceased; consideration $120,666. Mr. Brown has interest in **KCOP-TV Los Angeles, Calif.**; **KFOX-AM-FM Long Beach, Calif.,** and **KIMO Independence, Mo.** Announced June 11.

**KOME Tulsa, Okla.**—Granted assignment of licenses from **John W. Kluge** and **Marcus J. Austad** (Mark Evans) to **Charles W.** and **Connie I. Holt, William R. Tyler** and **Robert N. Robinson**; consideration $250,000. Holts and Mr. Robinson are licensee of **WHHY Montgomery, Ala.**, and have interests in **WHSY Hattiesburg, Miss.**, and Holts have individual interests in **WHXY Bogalusa, Ala.**, and **WHNY McComb, Miss.** Comrs. Bartley and Ford dissented. Announced June 5.

**WFMZ-FM Allentown, Pa.**—Granted (1) renewal of license and (2) assignment of license to **WFMZ Inc. (Raymond F. Kohn,** president); consideration $8,500. Mr. Kohn had 17.3% interest in WFMZ-FM and has like interest in WFMZ-TV (not involved in transaction). Comr. Lee absent. Announced June 11.

**WARM Scranton, Pa.**—Granted assignment of licenses to **WARM Bcstg. Co. Inc. (Louis J. Appell Jr.,** president, has interest in **WSBA-AM-TV York, Pa.,** and **WCTC New Brunswick, N. J.**); consideration $195,000. Comr. Lee absent. Announced June 11.

**KGKO Dallas, Tex.**—Granted assignment of license to **Radio Station KGKO,** joint venture, composed of **H & E Radio Corp.** (interest in 4 tv and 2 radio stations), **Atlantic Brewing Co.** (interest in **WIL St. Louis,** and **WRIT Milwaukee**), **Maurice Schraeger, Herbert Schoenbrod** and **Eli E. Fink**; consideration $450,000. Comr. Lee absent. Announced June 11.

**KZEE Weatherford, Tex.**—Granted assignment of license to **Horace Boren**; consideration $75,000. Announced June 5.

**WBCR Christiansburg, Va.**—Granted assignment of license to **WBCR Inc. (A. Hundley Griffith Jr.,** president); consideration $60,000. Announced June 5.

**KITN Olympia, Wash.**—Granted acquisition of negative control by **Harold C. Singleton** through purchase of 1½ shares from **Donald F. Whitman** for $150 so that each will have 50% interest. Announced June 11.

**WTKM Hartford, Wis.**—Granted assignment of license to **Times-Press Radio Inc. (J. J. Shinners,** president); consideration $37,000. Comr. Lee absent. Announced June 11.

### APPLICATIONS

**WBCO Bessemer, Ala.**—Seeks transfer of control (100%) of licensee **(Bessemer Bcstg. Co. Inc.)** from **J. E. Lanier,** et al., to **John M. McLendon & Assoc. Inc.** for $61,083. Mr. McLendon's broadcast interests: 50% of **WNLA Indianola** and **WOKJ Jackson,** both **Mississippi**; 99% of **KOKY Little Rock,** and 99.5% of **KOKA** Shreveport, La. Announced June 11.

**KWHN Fort Smith, Ark.**—Seeks transfer of 36.8% of licensee **(KWHN Bcstg. Co. Inc.)** from **Virginia Whiteside** to **Maurice Bershof** and **J. H. Friedman** for $32,500. After transaction Mr. Bershof will own 39.5%, Mr. Friedman, 28.9%. Announced June 11.

**KBOK Malvern, Ark.**—Seeks transfer of control (98.4%) of licensee **(Malvern Bcstg. Co.)** from **J. C. Cuffman** to **Kermit Richardson** and **Ralph Wheat** for $28,375. Mr. Richardson is KBOK gen. mgr.; Mr. Wheat is retail store mgr. Announced June 11.

**WFTL Ft. Lauderdale, Fla.**—Seeks assignment of license from **Gore Pub. Co.** to **WFTL Bcstg. Co.** for $200,000. New owners are **Joseph Amaturo** (25%), **Walter Dunn** (25%) and others. Mr. Amaturo is 20% stockholder in **WESO Southbridge, Mass.**; Mr. Dunn was with **H-R Reps. Inc.** Announced June 11.

**WLAK Lakeland, Fla.**—Seeks transfer of control (100%) of licensee **(Lakeland Bcstg. Corp.)** from **S. O., Dorothy** and **Jane Ward** to **Florida Central Bcstg. Co.** for $300,000. New equal partners are **Frank Nesbitt** and **Howard Cann Jr.,** both of **CBS.** Announced June 11.

**WSUZ Palatka, Fla.**—Seeks assignment of license from **Raymao Inc.** to **Raymond McMillin** for $80,000. Mr. McMillin is in manufacture and sale of folding boxes. Announced June 11.

**WGRC Louisville, Ky.**—Seeks assignment of license from **Northside Bcstg. Corp** to **McLendon Corp.** for approximately $750,000. McLendon stations are **KLIF Dallas, KILT Houston, KTSA San Antonio** and **KEEL Shreveport.** Announced


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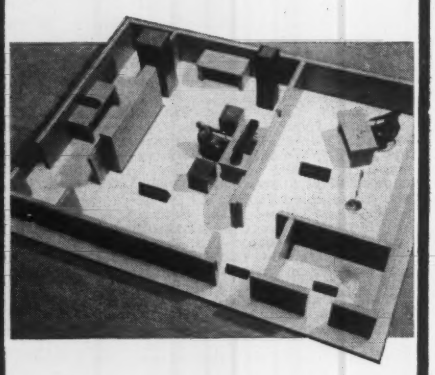

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**WARE Ware, Mass.**—Seeks acquisition of positive control (51%) of licensee (**Central Mass. Bcstg. Corp.**) to **Sherwood Tarlow** as result of sale of 45% to corporation by **Bertram Roberts** for $19,950. Announced June 9.

**WIDE Biddeford, Me.**—Seeks assignment of license from **Biddeford Bcstg. Corp.** to **Biddeford-Saco Bcstg. Corp.** for $55,000. New owners are **J. Alan Jasper, M. Chester Ball** and **Louis Borgatti**, each ⅓. Messrs. Jasper and Ball are with **WWNH Rochester, N. H.** Mr. Borgatti is major owner of **Louis J. Borgatti Inc.**, station representative. Announced June 24.

**WMIN St. Paul, Minn.**—Seeks transfer of control of licensee (**Franklin Bcstg. Co.**) to **William Johns Jr.** who increases ownership from 20 to 100% through purchase of 80% from his parents for $43,051. Announced June 9.

**WNNC Newton, N. C.**—Seeks transfer of control of licensee (**Newton-Conover Bcstg. Co. Inc.**) from **Earl** and **Phyllis Holder** and **R. M.** and **Willie Mae Dellinger** to **William Bryan** for $80,000. Mr. Bryan recently sold interest in **KGMO Cape Girardeau, Mo.**, and **KCOB Newton, Iowa.** Announced June 10.

**KITE-AM-FM San Antonio, Tex.**—Seeks transfer of control (100%) of licensee (**Radio KITE Inc.**) from **Charles Balthrope** to **Connie Gay** for $250,000. Mr. Gay is sole owner of **WTCR Ashland, Ky.**, and **WFTC Kinston, N. C.** Announced June 11.

**KOZI Chelan, Wash.**—Seeks acquisition of positive control of licensee (**Lake Chelan Bcstg. Corp.**) by **Stuart Maus** who will purchase 50% from **Mark Sorley** for $12,000, thereby increasing ownership from 50 to 100%. Announced June 4.

**WHAR Clarksburg, W. Va.**—Seeks transfer of control of licensee (**Harrison Corp.**) from **Mason** and **Maruma Deaver** to **Charles Gaylord** who is purchasing 50% for $15,875. Mr. Gaylord is employe of WHAR. Announced June 4.

**WCHF Chippewa Falls, Wis.**—Seeks assignment of license from **Chippewa Falls Bcstg. Co. Inc.** to **Stephen Bellinger** (25%), **T. Keith Coleman** (25%) and others, d/b as **Radio Cheppewa**, for $73,000. Mr. Bellinger has interest in **WVMC Mt. Carmel** (30%), **WIZZ Streator** (22.5%) and **WRAM Monmouth** (10%), all **Illinois.** Mr. Coleman has interest in **WIZZ** (11.5%) and **WRAM** (15%). Announced June 9.

**WFOX Milwaukee, Wis.**—Seeks assignment of license from **Business Management Inc.** to **Wisconsin Bcstrs. Inc.** for $157,500. New owners are **Howard A. Miller** (55%) and others. Mr. Miller is radio and tv performer, producer, etc. Announced June 9.

## Hearing Cases

### FINAL DECISIONS

By decision, Commission granted application of **Great South Bay Bcstg. Co. Inc.**, for new am station to operate on 540 kc, 250 w D, in **Islip, N. Y.**, and denied competing applications of **Stern Bcstg. Co.** (540 kc, 1 kw D, DA) and **American Family Bcstg. Co.** (540 kc, 500 w D, DA), both **Ridgewood, N. J.** Comrs. Craven and Cross not participating. Initial decision of Mar. 26, 1957, looked toward this action. Announced June 11.

By order, Commission, on request by applicants, made effective immediately initial decision, as modified by Commission, and granted application of **Richard M. Seidel, Bernice Schwartz, Harold H. Meyer** and **Rand Bcstg. Co.**, d/b as **Radio Tampa**, for new am station to operate on 1010 kc, 50 kw DA, D, in **Tampa, Fla.**, and dismissed competing application of Rand Bcstg. Co. Two applicants merged. Announced June 11.

By order, Commission granted request by **Fayetteville Bcstrs. Inc. (WFLB-TV**, ch. 18, **Fayetteville, N. C.)** to dismiss its protest; terminated proceeding and made effective immediately April 2 grant to **Durham Bcstg. Enterprises Inc.**, for mod. of cp to **WTVD** (ch. 11) **Durham, N. C.**, to move trans. from site 9 miles north of Durham and 20 miles north of Raleigh to about 32 miles southeast of Durham and 10 miles southeast of Raleigh, and increase ant. height from 1010 ft. to 1510 ft. Announced June 6.

### INITIAL DECISIONS

Hearing Examiner Thomas H. Donahue issued initial decision looking toward affirming Aug. 1, 1957, grant of cp to **Atlantic Coast Bcstg. Corp.** of **Charleston** for new tv station (**WTMA-TV**) to operate on ch. 4 in **Charleston, S. C.**, which was protested by **Southern Bcstg. Co. (WUSN-TV**, ch. 2), **Charleston.** Announced June 10.

Hearing Examiner Millard F. French issued initial decision looking toward granting application of **WNAB Inc.**, to change facilities of **WNAB Bridgeport, Conn.** (1450 kc, 250 w unl.) by moving trans.-ant. location approximately 3½ miles and increasing overall tower height to 344 ft. Announced June 10.

### OTHER ACTIONS

Commission on June 11 directed preparation of documents looking toward:

Denying petition by **Frontier Bcstg. Co. (KSTF**, ch. 10), **Scottsbluff, Neb.**, for further hearing and to be named party intervenor and petition for stay in proceeding on application of **Western Nebraska Television Inc.**, for new tv station to operate on ch. 13 in **Alliance, Neb.**

Denying petition by **WOV Bcstg. Corp. (WOV), New York, N. Y.**, for stay of May 7 decision granting application of **WGLI Inc.**, for new am am station to operate on 1290 kc, 1 kw DA-1, unl., in **Babylon, N. Y.**, pending action by Commission on WOV petition for rehearing or until conclusion of any further proceedings ordered in response to petition for rehearing.

Amended instructions issued to staff June 4 for preparation of final decision in **KOB** proceeding affirming conclusions of hearing examiner's initial decision under which KOB would be assigned to 770 kc as Class I station at **Albuquerque, N. M.**, protecting and receiving protection from **WABC** assigned to 770 kc in **New York City.** Only change in previously issued instructions is to eliminate proposed reclassification of 770 kc from Class 1-A to Class 1-B. Under revised instructions, channel will retain its I-A classification. Retention of the I-A classification will facilitate preservation of degree of protection against interference from stations in other countries provided for by international agreements on subject.

**Hemet-San Jacinto Valley Bcstg. Co.; L & B Bcstg. Co., Hemet, Calif.; KSLR, San Luis Rey Bcstg. Co. Inc., Oceanside, Calif.**—Designated for consolidated hearing applications for new am stations of Hemet to operate on 1340 kc, 250 w unl., and L & B to operate on 1320 kc, 500 w DA, D, and KSLR to increase daytime power from 500 w to 1 kw, change from DA-1 to DA-2, continuing operation on 1320 kc, 500 w N. Announced June 5.

**WLBE Leesburg-Eustis, Fla.**—Designated for hearing application to increase daytime power from 1 to 5 kw and change from DA-1 to DA-N, continuing operation on 190 kc, 1 kw N; made **WSUZ Palatka, Fla.**, party to proceeding. Announced June 5.

**WJAZ, James S. Rivers Inc., Albany, Ga.; F. Keith Brown, Cuthbert, Ga.**—Designated for consolidated hearing applications of Brown for new am station to operate on 960 kc, 1 kw D, and WJAZ to change facilities from 1050 kc, 1 kw D to 960 kc, 5 kw DA, D; made **WGOV Val-**


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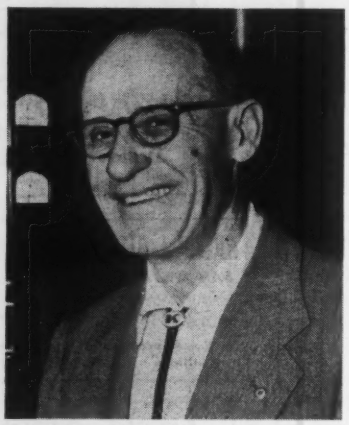

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## COMMERCIAL STATION BOXSCORE

*As Reported by FCC through May 31*

| | AM | FM | TV |
|---|---|---|---|
| LICENSED (all on air) | 3,208 | 524 | 415[1] |
| CPs ON AIR (new stations) | 40 | 17 | 95[2] |
| CPs NOT ON AIR (new stations) | 92 | 87 | 108 |
| TOTAL AUTHORIZED STATIONS | 3,340 | 628 | 663 |
| APPLICATIONS FOR NEW STATIONS (not in hearing) | 406 | 40 | 64 |
| APPLICATIONS FOR NEW STATIONS (in hearing) | 126 | 18 | 63 |
| TOTAL APPLICATIONS FOR NEW STATIONS | 532 | 58 | 127 |
| APPLICATIONS FOR MAJOR CHANGES (not in hearing) | 248 | 27 | 37 |
| APPLICATIONS FOR MAJOR CHANGES (in hearing) | 41 | 0 | 17 |
| TOTAL APPLICATIONS FOR MAJOR CHANGES | 289 | 27 | 54 |
| LICENSES DELETED | 0 | 2 | 0 |
| CPs DELETED | 1 | 0 | 1 |

## SUMMARY OF STATUS OF AM, FM, TV

*Compiled by BROADCASTING through June 11*

| | ON AIR | | CP | TOTAL APPLICATIONS |
|---|---|---|---|---|
| | Lic. | Cps | Not on air | For new stations |
| AM | 3,208 | 42 | 95 | 542 |
| FM | 524 | 21 | 85 | 60 |
| TV (Commercial) | 415[1] | 95[2] | 109 | 129 |

## OPERATING TELEVISION STATIONS

*Compiled by BROADCASTING through June 11*

| | VHF | UHF | TOTAL |
|---|---|---|---|
| COMMERCIAL | 424 | 86 | 510[3] |
| NON-COMMERCIAL | 24 | 7 | 31[4] |

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

dosta, Ga., party to proceeding. Announced June 5.

**KBR Stations Inc., Keene, N. H.; Kenneth E. Shaw, Newport, N. H.**—Designated for consolidated hearing applications of new am stations to operate on 1010 kc D; KBR with 1 kw and Shaw with 250 w. Announced June 5.

By order, Commission granted request by **Robert Hecksher (WMYR), Fort Myers, Fla.**, to withdraw his petition for reconsideration of Dec. 19, 1956, grant to **Sunshine State Bcstg. Co. Inc.**, of cp for new am station **(WBRD)** to operate on 1420 kc, 1 kw D, in **Bradenton, Fla.**, which had been remanded to Commission by court; and terminated proceeding. Comr. Ford dissented. Announced June 11.

By memorandum opinion and order, Commission denied petition of **Huntington-Mantauk Bcstg. Co. Inc., Huntington, N. Y.**, to enlarge issues in proceeding on its application and that of **Riverside Church of City of New York, N. Y.**, for new fm stations; Commission, on suggestion of its Broadcast Bureau, enlarged issues. Announced June 11.

By order, Commission denied petition and supplement by **Nevada Telecastig Corp.** to remand the proceeding on revocation of cp of its tv station **KAKJ** (ch. 4) **Reno, Nev.**, to examiner and to reopen record to receive in evidence an affidavit of **Robert C. Fish.** Announced June 11.

Commission granted request by its Broadcast Bureau for postponement of oral argument from June 23 to June 30 on application of **Pillar of Fire** to modify its license to increase number of specified hours of operation of **KPOF Denver, Colo.**

By memorandum opinion and order, Commission denied requests for waiver of Sec. 3.293 of rules to permit continued functional music operation on simplex basis by fm stations **KFMU Los Angeles, KITT San Diego, KUTE Glendale all California; WEAW-FM Evanston, Ill.; WKJF Pittsburgh, Pa.; WLDM Oak Park, Mich.**, and **WNAV-FM Annapolis, Md.** Authority of these stations to simplex expires on June 13, but they may continue their present operation on simplex basis to July 3 to permit orderly termination of such operation. Chairman Doerfer voted for grants.

By memorandum opinion and order, Commission denied petition for reconsideration by **Gerico Investment Co. (WITV**, ch. 17), **Fort Lauderdale, Fla.**, directed against Feb. 26 action which dismissed its application to operate experimental tv station on ch. 6 in **Miami** at present site of WITV trans. for purpose of making direct comparison of simultaneous uhf and vhf operation. Chairman Doerfer and Comrs. Bartley and Craven voted for grant. Announced June 5.

## Routine Roundup

**PETITIONS FOR RULE MAKING FILED**

**TOT Industries Inc., Medford, Ore.**—Request allocation of ch. 10 to **Medford, Ore.**

**American Broadcasting Co., New York, N. Y.**—Request immediate adoption of policy permitting mileage reductions for limited purpose of providing third vhf channel in each of markets within first 100 which are presently allocated only two vhf commercial channels. Also requests amendment of Sec. 3.610 to permit these additional assignments.

**E. L. Cord, Reno, Nev.**—Request allocation of ch. 11 to Reno, Nev., involving following changes: present channels 4, 8, *21, 27; proposed channels 4, 8, 11, 21, 27.

**ACTIONS ON MOTIONS**

**By Chief Hearing Examiner James D. Cunningham on June 9**

Scheduled hearings in following am proceedings on dates shown: **James S. Rivers Inc. (WJAZ), Albany,** and **F. Keith Brown, Cuthbert,** both **Georgia; WLBE Inc. (WLBE), Leesburg-Eustis, Fla.; KBR Stations Inc., Keene,** and **Kenneth E. Shaw, Newport,** both **New Hampshire,** on Sept. 24; **Hemet-San Jacinto Valley Bcstg. Co., L & B Bcstg. Co.,** both **Hemet,** and **San Luis Rey Bcstg. Co. Inc. (KSLR), Oceanside,** all **California,** on Sept. 29.

Scheduled oral argument on petition of **Connecticut Radio Foundation Inc.**, to intervene in proceeding on am applications of **James W. Miller, Milford, Conn., et** al., for June 10.

**By Hearing Examiner Jay A. Kyle on June 10**

Continued hearing from June 16 to June 17 in proceeding on am application of **Hardin County Bcstg. Co., Silsbee, Tex.**

**By Hearing Examiner Basil P. Cooper on June 6**

Granted petition by Broadcast Bureau for continuance of further prehearing conference from June 9 to June 17 in **Houma, La.**, ch. 11 proceeding **(St. Anthony Tv Corp.**, and **WTVJ Inc.).**

Granted petition by **St. Anthony Tv Corp.**, for leave to amend its application for new tv station to operate on ch. 11 in **Houma, La.**, to make certain corrections in the program log and program log analysis.

Granted petition by **Oregon Radio Inc. (KSLM), Salem, Ore.**, to dismiss its petition to enlarge issues in proceedings on its am application and that of **Lincoln Electronics Inc. (KBCH), Oceanlake, Ore.**

**By Hearing Examiner Annie Neal Huntting on June 9**

Scheduled a prehearing conference for June 19 on am applications of **Metropolitan Bcstg. Corp., Royal Oak-Clawson, Mich.**, et al.

**By Hearing Examiner Thomas H. Donahue on June 9**

Granted requests by **Atlantic Coast Bcstg. Corp.** of **Charleston (WTMA)**, and by **Southern Bcstg. Co.**, for corrections of transcript of record

*Continues on page 102*

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## RADIO

### Help Wanted

*Sales*

**Texas opportunity** for radio salesman. Salary and bonus. List experience, billing, education, etc. Box 344E, BROADCASTING.

**$8,000-9,000** opportunity for commercial manager, network outlet in market of 75,000. Send application Box 612E, BROADCASTING.

**Radio and tv** time salesmen—If you're tired of the same old problems, day after day, and you're earning less than $10,000 per year, and if you also believe that given the right opportunity you could exceed $10,000 per year and if you honestly believe you would enjoy being in the business of distributing investment securities, then you are invited to get in touch with us. Complete training is given locally. If you are interested in a permanent career basis write for an appointment. In your letter state in simple terms why you believe you could be successful in the investment field. Box 650E, BROADCASTING.

**Salesman** for Rocky Mountain growth area independent station. Potential, terrific. Scaled commission. Give references. Box 689E, BROADCASTING.

**Experienced area salesman.** Draw against 50% of first thousand, 25% over that. Handle all costs and copy. Cover 50 mile radius. Write full details KHAS, Hastings, Nebraska.

**Fulltime salesman** one of Indiana's top 20 markets. Unusually progressive city nearing 30,000. Will consider personable, married announcers wishing to make the change to higher income potential in fulltime sales. Guarantee against 15% in town, 20% out of town. Modern salable programming. Expanding, stable group. Jim Kauper, WCSI, Columbus, Indiana.

**Salesman** with considerable experience for top music and news station WMFJ Daytona Beach, Florida. Send complete resume, immediate opening.

**Adding proven** salesman to top Hooper and Pulse rated station. Three station market, city population 88,000. Limited network, adult music, contact Lou Murray, WRTA, Altoona.

*Announcers*

**Wanted:** Young, ambitious announcer able to do newscast and dj shows. Good starting salary for a 5,000 watt, south Georgia station. Box 484E, BROADCASTING.

**Program manager** for eastern Pennsylvania station. Will have complete authority subject only to manager. Must have three years experience as staff announcer. Must be good board man willing to work hard to justify further advancement. This is an excellent opportunity for an announcer who is ready to move into management. All applicants must be available for personal interview. Send tape and resume. Box 536E, BROADCASTNG.

**Maryland independent** wants experienced announcer for morning-afternoon disc shows. Box 592E, BROADCASTING.

**Baltimore independent** looking for experienced disc and newsman. Position now open. Send tape, resume and salary requirements to Box 634E, BROADCASTING. Ne beginners please.

**Experienced news,** music announcer on 1,000 watt southwestern independent. Box 638E, BROADCASTING.

**Announcer—salesman**—New California daytimer booming single station market—choice coast location. Must be good salesman. Include tape, resume and salary expected. Box 649E, BROADCASTING.

**Announcer** one year experience or more. Need two men interested in news gathering and sports play-by-play. Also dj. Southern Indiana Area. Box 678E, BROADCASTING.

**Local network** station desires announcer on or about August 1st. Some experience necessary. Permanent position. Paid vacation, insurance and many other advantages. Apply to Box 703E, BROADCASTING.

**Radio and television** announcer. Cool Colorado's greatest second market combined radio and tv operation needs announcers, radio and tv. Send resume of experience, wages desired and picture in first letter. Interview can be arranged. Box 716E, BROADCASTING.

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**Top power** CBS affiliate in major market seeks staff announcer with accent on news and capable of doing adult music record show. Minimum five years experience. This is an opportunity to step up to threshold of big time radio. Include background and picture with representative audition tape. Box 725E, BROADCASTING.

**KBUD, Athens, Texas** needs experienced, mature announcer with sales experience. Personal interview, audition required. Salary $325.00. Chance for advancement.

**Good pay** for good salesman-announcer. KPAP, Redding, California.

**Job immediately** for 1st radio-telephone operator-announcer. Salary based on experience. Contact Norm Bauer, KSPT, Sandpoint, Idaho.

**Announcer** wanted. Personality and able to expedite station music policy. Operate own board. $100.00 plus. Send tape and resume. KVOS, Bellingham, Washington.

**Bright dj** with ideas for work in radio-tv operation. Salary open. Contact Manager, KWWL, Waterloo, Iowa.

**Looking** for staff announcer to fill position of man leaving for the Army. Some experience necessary. Good working conditions, paid vacation, insurance and regular hours. Write WARK, Hagerstown, Md.

**Sharp medium** market station hunting dj with some experience looking for bigger things. Must love tight production. Good salary plus hops. Immediately tape, photo and resume to Bob Edwards, PD, WCSI, Columbus, Indiana.

**WFRL, Freeport, Illinois** has immediate opening for experienced staff announcer. 48 hour week, overtime over 40 hours. Paid vacations, free insurance. Morning shift, daytime operation. Write or call Bud Walters.

**Announcer**—first class license essential—Send resume and tape to WMIC, P. O. Box 306, Monroe, Michigan.

**Morning personality.** We have first opening in our morning schedule in four years and need an experienced, friendly, down to earth personality. Sorry, no "top 40" dj types. 1 kw indie in prosperous 20,000 single station market. Application pending for 5 kw. Include full details, photo, tape in first letter. WMIX, Mt. Vernon, Illinois.

**Experienced announcer** needed immediately for local news beat in fabulous hunting and fishing area, in upstate New York. Salary open. Contact Tom Leighton, WSLB, Ogdensburg, New York.

**Mature announcer** with news gathering and writing experience plus ability to do a selling, production-type disc show with real music, wanted by Michigan newspaper and network affiliate. Send tape, resume, photo to PD, WTTH, Port Huron, Michigan.

*Technical*

**Capable experienced** studio-transmitter engineer for 5 kw Ohio regional station. Personal interview desirable. Box 220E, BROADCASTING.

**Chief engineer-announcer** for New England fulltime independent. Must be capable announcer, but accent on engineering responsibility. Send resume, tape and references. Excellent living conditions, top pay. Box 636E, BROADCASTING.

**Florida station** wants man with first class ticket that is better than average announcer. Prefer younger man who desires to grow with a young organization. Reply Box 653E, BROADCASTING.

**Chief engineer-announcer.** Pleasant, cooperative staff, television closed circuit. Gates dualux equipment, pension trust plan plus $400 monthly start, vacation wonderland. Phone, air mail photo, tape, KPRK, Livingston, Montana.

**Engineer-announcer.** Daytime consolidated 500 watt. Need man with first class ticket. Forty hours announcing. Write Ted Prevatte, WPCC, Clinton, S. C.

## RADIO

### Help Wanted—(Cont'd)

*Production-Programming, Others*

**Mr. News Director!** Can you see beneath the surface news—get behind handouts? Are you a newsman who always knows what's going on? We need such a man. Why not apply and discuss your ideas? Send resume, photo Box 179E, BROADCASTING.

**Sales service**—Difficult job in small Rocky Mountain market. Must have the tact and business knowledge of a salesman plus the creativity of a copywriter. This market has no agencies. Would have girl assistant for clerical duties and would spend considerable time with accounts. Photographic experience helpful but not necessary. State salary requirements. Box 590E, BROADCASTING.

**Eastern Pennsylvania** daytimer needs experienced male copy writer, who can do some air work. Must be good typist. Salary, extra for air work. Profit sharing. Box 702E, BROADCASTING.

**Program director.** Experienced. Southeast metropolitan market. Must be creative with salable audience building ideas, excellent production, good air personality. Must have ability to handle men and make good ratings even better. Wonderful opportunity for right man. Box 722E, BROADCASTING.

## RADIO

### Situations Wanted

*Management*

**10 years management** experience including ownership. Record of success over competition. Strong on sales and promotion. Proven ability covers all phases of radio operation. Many new program and sales ideas. Highest references. Prefer southeast. $12,000 minimum plus on profit increase. Box 642E, BROADCASTING.

**Commercial manager.** Knows local and national sales. Larger markets only. Box 665E, BROADCASTING.

**Manager,** 7 years present location. Looking for further advancement in larger market. Present employer best reference. Experienced program director—disc jockey—sports—sales—copy—engineering. Box 677E, BROADCASTING.

**Desire** to relocate due to ownership change. Experience all phases from air work to management. Presently managing prominent medium market station. Salary requirement approximately $8,500. Especially interested west coast or southwest. Write Box 679E, BROADCASTING.

**Mr. Station Owner:** Young southerner, 9 years radio, all phases, desires to manage your station. Qualifications: chief engineer, 5 years, announcer 3 years, assistant manager 2 years, can train staff, 2 years college, member Kiwanis, Jaycees. Box 681E, BROADCASTING.

**Experienced** general manager, 10 years in radio, young. aggressive . . . mostly sales background. Wants to move up. Presently employed 5 kw network station in ¼ million market. Just completed best month in two years. Need more money and guarantee results. Have some capital to invest. Prefer personal interview. Box 682E, BROADCASTING.

**Top notch** small market manager-salesman available now. Experienced in all phases radio. Not cheap but worth the price. Arkansas, Louisiana, Texas, Oklahoma or Missouri area. Box 688E, BROADCASTING.

**Manager-engineer** desires change in south. Highly successful salesman with know-how. Prefer two or three station market. Family and good references. Box 698E, BROADCASTING.

**Young production minded executive,** first phone license, seven years experience, all phases, including supervisory, desires managership or other permanent employment. Good salary, and advancement. Civic-minded, sober, family man. Write P. O. Box 252, Wichita Falls, Texas.

# RADIO

## Situations Wanted—(Cont'd)

*Sales*

**Have experience**—will relocate. Salesman, copywriter, remote announcer. Midwest. Box 671E, BROADCASTING.

**College grad,** speech and radio. Family man with 7 years aggressive selling experience, 2 years teaching and parttime announcing with board work. Seeking career radio-tv sales. Have bag, will travel. Box 712E, BROADCASTING.

*Announcers*

**Terrific sportscaster.** Also dj, announcer, news, sales, employed. Experience galore. Box 381E, BROADCASTING.

**Experienced announcer** seeks permanent position in Long Island, New Jersey area. Box 459E, BROADCASTING.

**Negro deejay,** good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 502E, BROADCASTING.

**Girl dj announcer.** Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 503E, BROADCASTING.

**Personality-dj,** strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 504E, BROADCASTING.

**Go-getter,** experienced, seeking good potential. Prefer deal including air work. Can run own board. All-around man—what you're looking for. Box 505E, BROADCASTING.

**Adult minded dj,** staff announcer, experienced, lively news and sports delivery seeks advancement. 1½ years midwest city of 175,000, radio and tv, have mc'd network show. Hard or soft commercial delivery. Midwest preferred. 25, single. Box 580E, BROADCASTING.

**Jack of all trades,** master of some—morning show—sports—3 years. Box 610E, BROADCASTING.

**Experienced staff announcer;** mature, reliable. Presently employed; seeks move to larger market. 30, single, college graduate, 3½ years experience. Box 629E, BROADCASTING.

**Announcer,** colored disc jockey. Light experience, strong ambition. Tape available. Box 633E, BROADCASTING.

**Take me to your leader!** Am an out-of-this-world dj with galaxy of listeners. Have supersonic rating, will Blast Off! Box 639E, BROADCASTING.

**Ambitious, radio school grad.** Operates own board. Married. Relocate. Tape, resume, photo upon request. Box 640E, BROADCASTING.

**DJ announcer** have voice, ideas, personality, versatility. Don't have experience, yours to mold. Box 648E, BROADCASTING.

**Young, versatile dj announcer.** Summer replacement midwest, or steady anywhere. Reliable, married, no bad habits. Good board, sales experience. News, gimmicks. Resume. Box 654E, BROADCASTING.

**Radio, tv staffer**—strong news, commercials. Available immediately. Resigned because employer is of ill-repute, time juggler, excels in breaking verbal contract. If you're in this vernacular pass up this ad. Box 657E, BROADCASTING.

**Creative, imaginative,** spontaneous, productive, audience-holding, thinking morning personality. Best music, no r&r. Over 5 years experience. Also interested in tv. Married, 1 child, veteran. $150 week. Box 658E, BROADCASTING.

**Is your station heavy** on sports and light on sports announcers? Have man, 25, 3 years experience, university grad., good copywriter, lives and loves sports, needs better sports opportunity than our daytimer can offer. Tape and resume on request. Box 660E, BROADCASTING.

**Announcer,** modern sound, experienced. Styled for California, Boston, Washington, Philadelphia. Box 662E, BROADCASTING.

**Announcer-dj,** likes sales, promotions. News, commercials. Operate board. Tape. Box 663E. BROADCASTING.

**Experienced** up to 50 kw. Versatile negro announcer with first phone. Box 666E, BROADCASTING.

**Experienced**—top rated newsman—can do sports—commercials—interviews—special events and sales. Radio or television. Box 667E, BROADCASTING.

**Mature,** experienced announcer wants position in Europe. Will send tape and complete details upon inquiry. Box 668E, BROADCASTING.

# RADIO

## Situations Wanted—(Cont'd)

*Announcers*

**Sports announcer-staff,** copy . . . 3 years experience, univ. grad.; done everything in small station; not enough sports here. Prefer station heavy on sports. Tape and resume on request. Box 661E, BROADCASTING.

**Do you need** a service minded deejay with ideas-gimmicks to lick morning competition? Top production man. Single, veteran, college graduate. Box 669E, BROADCASTING.

**Sports director** in metropolitan station, desires west or midwest. Must have play-by-play. Only good offers need apply. Box 670E, BROADCASTING.

**Top-rated sportscaster,** newsman, dj . . . can sell. 11 years experience north and south. Deep voice . . . pleasant personality. Married . . . available now. Box 676E, BROADCASTING.

**Dependable** young announcer with limited experience desires permanent position preferably in the south. Veteran. Good potential. Box 680E, BROADCASTING.

**First class** license—young man who knows his pop music wants night or graveyard announcing shift. Currently employed as day announcer. Box 686E, BROADCASTING.

**Consider solid** personality talent? Deejays, husband and wife, quality voices, interesting contrast, easy humor, live songs, jingles. Tv too? Start now or September. Sponsor references, tape. Box 691E, BROADCASTING.

**Sports,** staff announcer—play-by-play, pd, 5 years experience, college graduate, 24, married, employed, excellent references. Southeast or southwest. Box 693E, BROADCASTING.

**Announcer,** also qualified as newsman, desires return to Florida. 28, single, well educated. Available immediately. Box 697E, BROADCASTING.

**Hustler;** experienced sports and news, good contact man, 2½ years. Ohio or neighboring states. Box 700E, BROADCASTING.

**Radio's answer** to static? 2 yrs. radio-speech-writing major. Vet., single. Box 701E, BROADCASTING.

**Experienced announcer** desires change to better support growing family. 1st ticket. No maintenance. References, tape upon request. Box 707E, BROADCASTING.

**Experienced girl** dj. Excellent voice, tan, attractive, New Yorker. Box 708E, BROADCASTING.

**Announcer, dj,** Negro. Network affiliate experience. Working in metropolitan area as news director. Assistant pd. Seeking position with a future. Available in August. Box 709E, BROADCASTING.

**Three years** experience, prefer Orange or Rockland County, New York or nearby. References. Available immediately. Box 711E, BROADCASTING.

**Experienced dj** seeks top major market. Sincere, friendly approach. Top rated in present market. Box 713E, BROADCASTING.

**Experienced announcer**—6 years in radio, large and small markets. Well qualified in air work. Good morning man—using only choice music. Will sell. Desirous of returning west—small or medium market ok. Want security and longevity. Steady, reliable, sober family man, 33, vet. Please state salary and earning potential. Prefer New Mexico, Arizona, Nevada, California. All particulars available. Box 720E, BROADCASTING.

**Sportscaster,** network references. In service until September 15. College grad. Tape and resume available. Ron Menchine, Glen Arms, Md.

**Handsome** 21-year-old dj wants to play rock 'n' roll and build teenage audience. Will accept top 40 station, but must do own programming. Will also consider tv bandstand show. College graduate (Columbia '58). Bernie Bond, 635 West 174th St., New York 33, N. Y. Lorraine 8-7599.

**Money not important,** experience is, for June 20, grad. of Michigan State University with B.A. and M.A. degrees in radio-tv production. Will consider any position—anywhere. High interest in sports, dj, news and advertising. Excellent references and will travel constantly if position requires. Alan Cudworth, RFD #2, Williamston, Michigan. Lansing phone ED. 7-7292.

**Ex-English** and music teacher desires announcing job. Fred Himelwright, Orange, Virginia.

**Announcer,** 4 years experience. All types operations. Married. Charles Lienhart, National 3-7426, Hot Springs, Arkansas.

**Announcer—1st phone.** Fully trained in radio. Wants first job. Go anywhere. Available immediately. Resume and tape. Daniel Miller, 2425 South Sixth Avenue, Arcadia, California.

# RADIO

## Situations Wanted—(Cont'd)

*Announcers*

**"Looking for a future"** Fine young sports man, d.j., news, sales. College Speech Degree. 22, family man. 5 years experience same station. Will send tape and data anywhere. Write or call Jim Schlotthauer 1117½ 8th Street, Greeley, Colorado, or El 3-0044.

**Staff announcer** with 5 months experience available immediately. Glen L. Willman, 812 13th Ave., South, Minneapolis 4, Minnesota. Federal 2-5827.

**Two years** last job, announcer, dj relocating Florida vicinity. Degree; non-technical first phone — copy; news; sports — Family. Stuart Snyder, c/o Miller, Room 212 Maxine Hotel, Miami Beach 39, Florida. Jefferson 8-2555.

*Technical*

**Broadcasting engineer** seeks position in middle or southern California. Eight years experience in tv-am-fm. Two way radio, directionals and construction work. All replies answered, but no combo work is desired. Reply Box 584E, BROADCASTING.

**Chief engineer** available immediately, prefer midwest or south. Sober, dependable, family man, 5 years experience am and fm. Capable technician, can announce. Box 637E, BROADCASTING.

**Engineer, first phone.** 41, married. 10 years experience to 10 kw. Future and security desired. Box 645E, BROADCASTING.

**Have first phone,** some transmitter and studio experience, desire employment in or around D. C. area. Personal interview requested. Box 655E, BROADCASTING.

**1st class** engineer desires job in Texas or middle eastern states. Married. Sober. Experience in 5000 watt station. No announcing. Box 687E, BROADCASTING.

**Engineer,** first phone, experienced, transmitter, studio and recording. No announcing. Box 699E, BROADCASTING.

**Broadcast engineer,** first class FCC license, Veteran. Desires position in television or radio. Box 704E, BROADCASTING.

*Production-Programming, Others*

**Experienced music librarian** and news researcher with top dj's. Recently completed effective speaking course. Slight cerebral palsy handicap. Resume, references upon request. Box 125D, BROADCASTING.

**Newsman-editor.** 5 years experience collecting, writing and reporting news. Stories on local, national and international scenes. On-the-spot coverage, interviews and special features. More than just a rewrite newscaster. Delivery far above par. Minimum $115.00 per week. Box 705E, BROADCASTING.

**Young J-School** grad desires news reporting and writing of all kinds. Capable of airing newscasts and farm news. Presently employed on faculty of midwest college having produced tape services to commercial stations. Wish to locate north or west. Available after August 1. Box 721E, BROADCASTING.

**Program manager,** other supervisor. Nine years experience radio-tv, administrative man with good background station and radio network operations. Presently traffic supervisor major 50 kw in principal market. Box 723E, BROADCASTING.

# TELEVISION

## Help Wanted

*Management*

**Assistant manager** wanted for Canadian television station located in Moncton, New Brunswick—just three hours from Boston. This an excellent opportunity for the right man, strong in sales and desiring a nice family town to settle in. We want an ambitious man with good knowledge of tv operations, not afraid to shoulder plenty of responsibility and build sales. Good starting salary and liberal incentive with plenty of opportunity to advance. Send resume of background and experience to Fred Lynds, President, Moncton Broadcasting Ltd., Moncton, N. B., Canada.

# TELEVISION

## Help Wanted—(Cont'd)

*Sales*

**Now working** for a national rep? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

**Sales representatives** for local sales and national sales. Medium market, mid-south, full-power vhf. Box 338E, BROADCASTING.

**Now working** for an eastern tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

**Now working** for a western tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

**CBS-TV** affiliate in one of top 15 markets needs an experienced salesman with proven successful background in local television sales. Good salary plus commission on all sales. Send resume and picture. All replies confidential. Box 684E, BROADCASTING.

**Now working** for a midwest tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

**Salesman wanted** by high powered CBS-ABC station for regional and agency accounts. Excellent opportunity with group operating several stations. Box 724E, BROADCASTING.

**Now working** for a southern tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

*Announcers*

**Announcer** for leading western Massachusetts station. Must be top commercial man experienced. Needed immediately. Call or write Jerry Barnes, WWLP, Springfield, Mass.

*Technical*

**Engineer. Experienced** preferred. Grow with new television station in Pennsylvania. Studio transmitter operation maintenance. Box 659E, BROADCASTING.

*Production-Programming, Others*

**TV Production Manager**—VHF small tv station needs mature man able to coordinate efforts of copy, projectionist, switcher and live studio personnel. This would be a supervisory position, but man must be capable of handling any production problem that might come up between 4:00 p.m. and sign-off. Box 591E, BROADCASTING.

**Tv copywriter.** Live in the most beautiful city in Colorado. Work for the most progressive television station. Send resume of experience to Box 714E, BROADCASTING.

**Tv traffic.** Interested in escaping the summer heat? Try cool, colorful, comfortable Colorado. A station in the second market is interested in a tv traffic girl immediately. Send resume of experience and wages desired in first letter. Box 715E, BROADCASTING.

# TELEVISION

## Situations Wanted

*Management*

**Film manager,** excellent eastern experience. Minimum $8,500. Any large city. Box 664E, BROADCASTING.

**Operations manager,** experienced sales, announcing, college graduate, 1st phone, married, seeking better opportunity southeast. Box 675E, BROADCASTING.

*Sales*

**Creative sales director,** 33, ten years radio-tv experience. Seeks opportunity with station, Rep., or group of stations with New York office or with sincere interest in establishing New York office. Best references. Box 614E, BROADCASTING.

# TELEVISION

## Situations Wanted—(Cont'd)

*Announcers*

**Staff announcer** with 4 years radio and television experience. Seeks position as announcer, newscaster or tv booth announcing. Also tv camera and floor manager knowledge. Box 631E, BROADCASTING.

*Technical*

**Maintenance and control** room operation. 1st phone, good training and experience background. Single. Available July 1st. Box 604E, BROADCASTING.

**Have first phone,** some transmitter and switching experience, desire employment in or around D. C. area. Personal interview requested. Box 656E, BROADCASTING.

**Tv technician.** 1st phone. Closed circuit experience. References and resume upon request. Box 706E, BROADCASTING.

*Production-Programming, Others*

**Announcer-weatherman** desires production-direction medium market. Radio-tv experience three years. A.B. Radio, M.S. Television. Presently employed in overstaffed leading station. Finest professional, educational, personal references. Married. Box 644E, BOADCASTING.

**TV weatherman**—additional talents. 5 years station experience. Versatile. Dependable. Box 646E, BROADCASTING.

**Alert, imaginative,** young tv director. Family. Experienced. Presently employed top market. All phases production. Desires more opportunity. Box 647E, BOADCASTING.

**Can write,** shoot, edit, narrate motion pictures. Former radio news director, announcer, newspaperman, public relations. Degree. Seeking place to utilize varied talents. Box 692E, BROADCASTING.

# FOR SALE

## Stations

**Northeast single station** market. 250 fulltime combination office, studio, transmitter, tower. Sales $38,000. Absentee ownership. Ideal one man operation. Have $33,000 cash offer. Can you top it? Sale by cash only. Will make sale this month. Box 576E, BROADCASTING.

**1 kw daytimer** in Lexington, Kentucky. Fast growing town. Box 672E, BROADCASTING.

**Midwest daytimer** for sale. 250 watts. $75,000, 29% down, terms on balance. Combination operation. New Gates equipment, excellent frequency. No Brokers. Box 696E, BROADCASTING.

**Industrial medium markets** (4) mid-south, priced from $50 to $90,000. Terms. Chapman Company, 1132 W. Peachtree, Atlanta.

**Write now** for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

**Massachusetts monopoly market** station $125,000, 29% down. Chapman Company, 17 E. 48th, New York.

# FOR SALE—(Cont'd)

## Stations

**Norman & Norman, Inc.,** 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

**Florida profitable** fm station major market, also California major market fm station. Chapman Company, 1182 W. Peachtree, Atlanta; 33 W. Micheltorena, Santa Barbara, California.

**Waiting buyers,** listings wanted, Hollingsworth Co., Inc., "Guess The Lucky Secret Word." Program. 514 Hempstead Ave. W. Hempstead, N. Y.

**Oregon.** Quarter-kilowatt. $55,000.00. $20,000.00 down. Exclusive. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

**Television**—several stations in small and medium markets both uhf and vhf. Terms. Chapman Company, 1182 W. Peachtree, Atlanta; 17 E. 48th, New York; 33 W. Micheltorena, Santa Barbara, California.

**California** thousand-watt daytimer. $55,000.00 terms. Exclusive. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

**Kentucky $55,000;** New Mexico $125,000; Pennsylvania $100,000; Florida, $36,000; Michigan $70,000; Virginia $75,000; Texas $35,000; West Virginia $60,000; UHF $160,000; Florida $60,000; Pennsylvania $160,000; North Carolina $135,000; Michigan $450,000; Florida $300,000; New York $275,000. Please write Haskell Bloomberg, Station Broker, 208 Fairmount St., Lowell, Massachusetts.

*Equipment*

**RCA No. 76 C console** with external power supply. For immediate sale. Excellent condition. Best offer f.o.b. New Jersey. Box 717E, BROADCASTING.

**Three Raytheon** mobile units, complete. Good condition. Make offer. Stuart W. Underwood, KDKD, Clinton, Missouri.

**Approximately** 250 lbs number 10 medium hard drawn bare copper wire at 35¢ per pound. About 100 lbs 3 Mil. 2" copper strap at 55¢ per lb. Prices are F.O.B. Central City, Nebraska. Contact U. L. Lynch, Technical Director, KMMJ, Grand Island, Nebraska.

**Tower—115' new self-standing Dresser-Ideco.** In crates, never erected. Complete drawings. KTWO-TV, Casper, Wyoming.

**UHF equipment,** used but in perfect condition. GE TT25A 12KW transmitter including filterplexer, TY25D 5-bay antenna with PY19B feed adapter, 4TX7A dummy load, sweep oscillator and General Radio monitors, GE TV-21 visual demodulation. Also 430 foot Stainless type G tower with lighting, 400 feet 7½ x 15 inch wave guide, 600 feet 3⅛ inch VHF coaxial cable and hangers. Presently installed at Jacksonville, Florida. Contact Beecher Hayford, WESH-TV, Daytona Beach, Florida.

**2 RCA type BQ-2B,** three speed turntables, each equipped with 2 arms and heads for microgroove, standard and vertical recordings. $425 each or $800 for the pair, WGBS, Miami, Florida.

**1000 feet** RG-18-U flexible transmission line, 52 ohms, best offer prevails. Contact Bill Birchfield, Chief Engineer, WHAN-Radio, Charleston, South Carolina.


# NEWSMEN
# WE EDITORIALIZE

**Editorial conscious experienced newsmen wanted by one of America's top large market news stations. Don't delay if you can write editorials, collect and edit news, have strong air personality. Join successful growing chain of independents. Openings immediate. Send resume, tape, and picture. All tapes returned. All replies confidential and staff knows of this ad.**

**Box 641E, BROADCASTING**

## FOR SALE—(Cont'd)

*Equipment*

**RCA 76-B5 console.** Good condition, immediately available—best offer over $500.00. Recorded Publications Laboratories, 1558 Pierce Avenue, Camden 5, New Jersey.

**Weather warning** receivers—for Conelrad and disaster weather warnings. Air Alert II—$46.50; Air Alert I—$89.50. Write Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

**Cameras,** 2 used Dage model 300-C cameras, with lens, camera controls and regulated power supply. Will consider offers on one or both. Contact Beecher Hayford, WESH-TV, Daytona Beach, Florida.

## WANTED TO BUY

### Stations

**AM broadcasting station** in Rocky Mountain area: Montana, Wyoming, Colorado, Idaho, Utah preferred, Oregon or Washington possibly. Prefer fulltime outlet; daytime station considered. Adequate financing available. Replies confidential. No brokers please. Box 486E, BROADCASTING.

**Experienced** radio man with first class license wishes to buy into going radio operation in south. Operation should be small. Family man with best of references, both professional and personal. Will consider buying into cp. Box 674E, BROADCASTING.

**Around $25,000.00** down payment on small market am station in midwest. Box 719E, BROADCASTING.

*Equipment*

**Wanted:** T-V cameras and accessories. Gene O'Fallon & Sons, Industrial T-V Specialists, 639 Grant Street, Denver 3.

**STL audio** link 925 mc band . . . also Gray 3B telajector. Box 1928, Springfield, Mass.

## INSTRUCTION

**FCC first phone** preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

**FCC first phone license in six weeks.** Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

**Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.**

## MISCELLANEOUS

**Bingo Time U.S.A.** printers of personalized bingo type game sheets for radio and television programs. We also distribute ½ hr. bingo type film series, mc'd by popular film personalities. P.O. Box 1871, Hollywood 28, Calif. Tel: Hollywood 2-4038.

## RADIO

### Help Wanted

*Announcers*

**AIR SALESMAN DEE-JAY**

**#1 station in San Antonio needs top man for top spot. Must be experienced in music-news format. Person that sells, yet must be able to take direction. Can you quality? Rush tape, photo and resume to Herb Carl, KONO Radio, San Antonio, Texas.**

## RADIO

### Help Wanted—(Cont'd)

*Sales*

**SALESMAN WANTED**

**Great opportunity for experienced salesman. Eastern Massachusetts radio station, market of 200,000. Top Pulse Nielsen ratings. Salary, commission, expenses. Opportunity to advance. Present staff knows of this opening.**
**Box 695E, BROADCASTING**

## RADIO

### Situations Wanted

*Management*

**FM STATIONS MAKE MORE MONEY**

with a personable young (26) sales manager who *thoroughly* knows FM broadcasting, has successfully sold FM time; knows music; can write and produce; knows advertising and promotion. B.A. Radio, M.B.A. Advertising, Syracuse Univ. Available about July 1 due to release from military service. *Put experience to work for you.* Write today for details, resume, references. Box 643E, , BROADCASTING.

**CALLING ALL CALIFORNIA STATIONS!!!**

**MANAGER who can list four stations that went quickly from red to black in small and medium markets. TOPS in Sales, Programming, credit management, personnel administration, budget control and overall organization. Let me tell you the whole story. I've made money for all the others, let me make it for you. Current earnings over $10,000 with bonus. Make offer.**
**Write Box 690E, BROADCASTING.**

*Announcers*

**GENERAL ANNOUNCER**

**Tell me you need a polished announcer or a scrambling newsman and I'll prove you need me. English degrees, four years experience all aspects radio-tv production, trained resonant voice. Prefer major markets from Detroit east. YOU AUDIO HIRE NOW! Box 694E, BROADCASTING.**

**NEED A D. J.?**

**B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:**
**Milt Stillman, Placement Service**
**Broadcast Coaching Associates**
**1639 Broadway, Capitol Theatre Bldg.**
**N. Y. C. 19, N. Y.**
**JUdson 6-1918. No charge for either party.**

## FOR SALE

*Equipment*

**TAPE RECORDERS**
**All Professional Makes**
**New—Used—Trades**
**Supplies—Parts—Accessories**
**STEFFEN ELECTRO ART CO.**
**4401 W. North Avenue**
**Milwaukee 8, Wisc.**
**Uptown 1-8150 TWX: MI-193**
**America's Tape Recorder Specialists**

## FOR THE RECORD *continues from page 98*

in proceeding on application of Atlantic Coast Bcstg. Corp. of Charleston (**WTMA-TV,** ch. 4), **Charleseton, S. C.**

**By Hearing Examiner Millard F. French on June 6**

Hearing scheduled for 10 a.m., June 16, is rescheduled to commence at 9:30 a.m., on that date in proceeding on fm applications of **Mid-America Bcstrs. Inc.,** and **Mutual Bcstg. System Inc., San Francisco, Calif.**

**By Hearing Examiner Charles J. Frederick on June 9**

Continued further hearing presently scheduled for June 16, to date to be specified later, and denied petition by **Northern Indiana Bcstrs. Inc. (WIMS), Michigan City, Ind.,** for continuance of hearing insofar as it requests continuance to date certain, in proceeding on am applications of **Binder-Carter-Durham Inc. (WAMM), Flint, Mich.,** et al.

**By Hearing Examiner J. D. Bond on June 6**

Scheduled prehearing conference for 9:15 a.m., June 19, on am applications of **Union Bcstg. Co., Elizabeth, N. J.,** et al.

**By FCC**

Commission on June 10 granted petitions by **Storer Bcstg. Co.,** and **Daytime Bcstrs. Assn. Inc.,** for extension of time from June 18 to July 21 for filing reply comments in the matter of proposal to extend daytime am station operating hours.

**By Chief Hearing Examiner James D. Cunningham on dates shown**

Ordered that Hearing Examiner H. Gifford Irion, in lieu of Hearing Examiner Hugh B. Hutchison, will preside at hearing on June 11 in proceeding on am applications of **Fox Valley Bcstg. Co., Geneva, Ill.,** et al. Action June 6.

Granted petition by **Mutual Bcstg. System Inc.** for dismissal without prejudice of its application and retained in hearing status application of **Mid-America Bcstrs. Inc.,** both for new fm stations in **San Francisco, Calif. Action June 6.**

**By Hearing Examiner Hugh B. Hutchison on June 5**

Granted petition by Broadcast Bureau for continuance of further hearing from June 5 to 2 p.m., June 16 in proceeding on am application of **Ottaway Stations Inc. (WDOS), Oneonta, N. Y.**

**By Hearing Examiner Elizabeth C. Smith on June 5**

Granted motion by **James A. McKechnie, North Syracuse, N. Y.,** for extension of time from June 10 to June 23 for exchange of direct affirmative case and from June 17 to June 30 for further prehearing conference in proceeding on McKechnie's am application, et al.

**By Hearing Examiner Millard F. French on June 5**

Scheduled further prehearing conference for July 1 and continued hearing from June 25 to July 10 in proceeding on am application of **Birch Bay Bcstg. Co., Blaine, Wash.**

**By Hearing Examiner J. D. Bond on June 5**

Granted request by applicants in **Hampton-Norfolk, Va.,** ch. 13 tv proceeding for rescheduling of hearing and that (a) exchange of written direct case exhibits shall be effected on or before June 16; (b) further prehearing confer-

## MISCELLANEOUS

**AGENCY EXECUTIVE**

**Wants radio station management with purchase agreement. Will invest. Prefer west coast.**
**Box 651E, Broadcasting**

## EMPLOYMENT SERVICES

A Specialized Service For
Managers Commercial Managers
Chief Engineer Program Managers
**CONFIDENTIAL CONTACT**
**NATIONWIDE SERVICE**
**BROADCASTERS EXECUTIVE PLACEMENT SERVICE**
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

**SOUTHERN NEGRO DISC JOCKEY!**

**Advance to bigger towns . . . greater future . . . better pay—NOW. Many job openings in major southern cities. If you are now dissatisfied with a small city job—send tape, photograph and letter now to EBONY RADIO EMPLOYMENT AGENCY, Room 514, Lamar Life Building, Jackson, Mississippi. No employment fee—this service free!**

ence is continued from June 19 to June 27, and (c) commencement of hearing is continued from June 24 to July 21.

**By Hearing Examiner Annie Neal Huntting on June 5**

Granted request by **Pierce Brooks Bcstg. Corp. (KGIL), San Fernando, Calif.**, for continuance of hearing from June 6 to July 1 on its am application.

**By FCC**

Commission on June 4 granted request by **Dispatch Inc. (WICU-TV), Erie, Pa.**, for extension of time from June 5 to June 25 to file oppositions to petition by **Summit Radio Corp. (WAKR-TV), Akron, Ohio**, for reconsideration of April 25 report and order which terminated tv rule-making proceeding in volving **Erie, Pa.; Akron-Cleveland, Ohio; Clarksburg** and **Weston, W. Va.; Flint-Saginaw-Bay City, Mich.**

**By Hearing Examiner Herbert Sharfman on June 3**

Extended time for exchange of exhibits from June 16 to June 18 in proceeding on am applications of **Historyland Radio** and **Star Bcstg. Corp., Fredericksburg, Va.**

**By Hearing Examiner H. Gifford Irion on June 3**

Scheduled oral argument for June 12 at 2 p.m., on certain pleadings in proceeding on am applications of **Charles R. Bramlett, Torrance, Latin-American Bcstg. Corp., Monterey Park, Radio Orange County Inc., Anaheim** and **Anaheim-Fullerton Bcstg. Co. Inc., Anaheim-Fullerton**, all **California.**

**By Hearing Examiner Millard F. French on June 4**

Scheduled prehearing conference for June 24 in proceeding on am applications of **Grady M. Sinyard, New Boston,** and **States Bcstg. System Inc., St. Mary's,** both **Ohio.**

**By Commissioner Robert E. Lee on June 4**

Granted petition by Broadcast Bureau for extension of time to June 12 to file replies to petition by **WBRB Inc.**, for review of Chief Hearing Examiner's order in proceeding on am applications of **Binder-Carter-Durham Inc. (WAMM), Flint, Mich., et al.**

Granted petition by Broadcast Bureau for extension of time to June 12 to file replies to motion by **Eastern Bcstg. Co. Inc. (WDRF), Chester, Pa.**, to enlarge issues in proceeding on Eastern's am application, et al. Announced June 5.

**By Hearing Examiner Herbert Sharfman on June 5**

Extended from June 5 to July 14 time for filing reply findings and conclusions in proceeding on am application of **Capitol Bcstg. Corp. (WCAW), Charleston, W. Va.**

**By Hearing Examiner Hugh B. Hutchison on June 4**

Postponed hearing from June 9 to June 11 in proceeding on am applications of **Fox Valley Bcstg. Co., Geneva, Ill.**, et al.

## BROADCAST ACTIONS

**By Broadcast Bureau**

**Actions of June 9**

**KHAT Phoenix, Ariz.**—Granted assignment of cp to **Radio K-HAT Inc.**

**Actions of June 6**

**WERH Hamilton, Ala.**—Granted involuntary assignment of license to **Kate F. Fite**, executrix of estate of **Hugh J. Fite**, deceased.

**KWRB-TV Riverton, Wyo.**—Granted license for tv station; ERP vis. 58.9 kw, aur. 29.5 kw.

**KPLC-TV Lake Charles, La.**—Granted license for tv station.

**WLWA Atlanta, Ga.**—Granted license covering changes in tv station; ERP vis. 316 kw, aur. 158 kw.

**WABD New York, N. Y.**—Granted license covering changes in tv station.

**KNME-TV Albuquerque, N. M.**—Granted license for noncommercial educational tv station.

**KYFM Oklahoma City, Okla.**—Granted mod. of cp to change type trans.; condition.

Following stations were granted change of sign-off time as shown: **WYTI Rocky Mount, Va.**, 7:00 p.m., EST, through Aug. 31; **KPLK Dallas, Ore.**, 7:00 p.m. each evening in June and July; **WAIN Columbia, Ky.**, 6:00 p.m., CST, through Aug.; **KRVN Lexington, Neb.**, 7:15 p.m., CST, during months of June and July.

**WDCR Hanover, N. H.**—Granted authority to remain silent during summer recess of **Dartmouth College**, or from midnight, Saturday, May 31 to Monday morning, Sept. 15.

**WSAJ Grove City, Pa.**—Granted authority to remain silent beginning June 7 and ending Sept. 20 in order to observe the college summer recess.

**Actions of June 5**

**WCAX-TV Burlington, Vt.**—Granted mod. of license to change studio location and waived Sec. 3.613 of the rules.

**WLAN-FM Lancaster, Pa.**—Reconsidered action granting fm license covering cp, and set same aside pending filing of amendment.

**KFMU Los Angeles, Calif.**—Granted cp to install new trans. as aux. trans. at present main trans. site.

**KFSA-TV Fort Smith, Ark.**—Granted mod. of cp to change ERP to vis. 20.9 kw, aur. 11.7 kw, ant. height 270 ft.; make changes in ant. system and equipment change.

**KSMA-FM Santa Maria, Calif.**—Granted mod. of cp to increase ERP to 27 kw, change type trans., type ant. and decrease ant. height to -57 ft.; conditions.

**KPUP San Francisco, Calif.**—Granted mod. of cp to increase ERP to 18 kw, change type trans. and type ant.; remote control permitted; condition.

**KCBQ-FM San Diego, Calif.**—Granted Mod. of cp to change frequency from 107.9 mc to 107.7 mc.

Following were granted extensions of completion dates as shown: **KUOW (FM) Seattle, Wash.**, to 5-30; **KACE-FM Riverside, Calif.**, to 12-16; **KDBX (FM) Los Angeles, Calif.**, to 11-30.

**KNEL Brady, Tex.**—Remote control permitted.

**WBMK West Point, Ga.**—Remote control permitted.

**WGAW Gardner, Mass.**—Granted change of remote control authority.

**WCCM Lawrence, Mass.**—Granted change of remote control authority.

**Actions of June 3**

**WPSR Evansville, Ind.**—Granted assignment of license to **Evansville School Corporation.**

**WRAM Monmouth, Ill.**—Granted assignment of licenses to **Stephen P. Bellinger**, et al., d/b under same name.

**KVFM (FM) San Fernando, Calif.**—Granted assignment of cp to **Walter Gelb**, et al., d/b under same name.

**WYES-TV New Orleans, La.**—Granted license for noncommercial educational tv station.

Granted licenses for following am stations: **WDAL Meridian, Miss.**, and specify studio location and remote control point; **KTCN Berryville, Ark.; WEZL Richmond, Va.**, and specify studio location and remote control point; **WEUC Ponce, P. R.; WQIC Meridian, Miss.**

**WBEL South Beloit, Ill.**—Granted license covering change of station location, main studio location, hours of operation, DA and ground system and trans. location.

**WCKR Miami, Fla.**—Granted license covering change of trans. location, of aux. trans. from old main trans. location to present main trans. site.

**WACL Waycross, Ga.**—Granted license covering installation of old main trans. as alternate main trans. at present location of main trans.

**WDMG Douglas, Ga.**—Granted license covering change in hours of operation and installation of directional ant. nighttime.

**WSAU Wausau, Wis.**—Granted license covering changes in ant. system (decrease height).

**KFOX Long Beach, Calif.**—Granted license covering change of ant.-trans. location, installation of new ant. and trans.; remote control permitted.

**WPIX New York, N. Y.**—Granted cp to install aux. ant. at main trans. site.

**WLNA-FM Peekskill, N. Y.**—Granted mod. of cp to change studio location and remote control point; waived Sec. 3.205 of rules to permit main studio to be located at **Radio Terrace, Cortlandt, Westchester County, N. Y.**; change type trans. and type ant.; and increase ERP to 20 kw; conditions.

**KTKN Ketchiken, Alaska**—Remote control permitted.

Following were granted extensions of completion dates as shown: **KSEL Lubbock, Tex.**, to 12-23; **WHYL Carlisle, Pa.**, to 10-31; **KDAY Santa Monica, Calif.**, to 12-10.

**KQIK Lakeview, Ore.**—Granted extension of authority to sign off at 7:00 pm through June 30 pending filing for specified hours due to severe economic conditions.

**Actions of June 2**

**WCRA Effingham, Ill.**—Granted authority to sign off at 7:00 p.m., CDST, through Sept. 30.

**KTXC Big Spring, Tex.**—Granted 30 days extension to remain silent pending filing of forms for transfer of ownership.

# UPCOMING

**June**

June 18-20: NAB Combined Boards of Directors, Mayflower Hotel, Washington, D. C.

June 19-20: Virginia Broadcasters Assn., Tides Inn, Irvington.

**June 19-21: Maryland-D. C. Radio & Tv Broadcasters Assn., Stephen Decatur Hotel, Ocean City.**

**June 19-21: Florida Assn. of Broadcasters, Colonial Inn, St. Petersburg Beach.**

**June 22-28: Advertising Assn. of the West, annual convention, Vancouver, B. C.**

**July**

July 19: Conference on Tv for Women in Home Economics, Business and Education, UCLA, Los Angeles.

July 21-25: National Assn. of Educational Broadcasters, seminar, Allerton House, Monticello, Ill.

July 27-29: South Carolina Broadcasters Assn., Holiday Lodge Hotel, Myrtle Beach.

**August**

Aug. 1-2: Oklahoma Broadcasters Assn., Lake Texoma Lodge, Lake Texoma.

Aug. 4-23: Summer Tv Workshop, College of Communication Arts and WKAR-TV, Michigan State University, East Lansing.

**Aug. 13-16: Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.**

**Aug. 19-22: Western Electronic Show and Convention, Pan Pacific Auditorium, Los Angeles.**

Aug. 24-Sept. 4: National Assn. of Educational Broadcasters, tv instruction conference, Purdue U. Lafayette, Ind.

Aug. 26-27: Georgia Broadcasters Assn., St. Simons.

**September**

Sept. 5-6: Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.

Sept. 5-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.

Sept. 9-11: Idaho Broadcasters Assn., Washington Hotel, Weiser.

Sept. 19-21: International Sight & Sound Exposition's seventh annual High Fidelity Show and Music Festival, Palmer House, Chicago.

**Sept. 21-24: L'Assn. Canadienne de la Radio et de la Television de Langue Francaise, Alpine Inn, Ste. Marguerite, Que.**

**Sept. 22-23: Louisiana Assn. of Broadcasters, Townhouse Motel, Lafayette.**

Sept. 26-27: Mississippi Broadcasters Assn. Management Conference, U. of Mississippi, University.

**October**

Oct. 5-7: Central Canada Broadcasters Assn., Alpine Inn, Ste. Marguerite, Que.

**Oct. 8-10: IRE Canadian convention, Exhibition Park, Toronto.**

**Oct. 13-15: National Electronics Conference, Hotel Sherman, Chicago.**

Oct. 16-18: Missouri Broadcasters Assn., St. Louis.

**Oct. 28-29: Central Canada Broadcasters Assn. Westbury Hotel, Toronto, Ont.**


The nation's highest audience-rated Negro group

WOKJ JACKSON
KOKY LITTLE ROCK
KOKA SHREVEPORT
BIRMINGHAM *

The McLendon EBONY Stations
Represented by John E. Pearson

* Subject to F.C.C. Approval

# KLZ-TV's three-way leadership in Denver TV!

KLZ-TV dominates Denver's "Top 100" programs—more shows (49) than any other Denver station—according to latest 4-week (April) A.R.B. averages.

And 26 of the KLZ-TV shows in Denver's "Top 100" are locally-produced or syndicated film shows. Compare KLZ-TV's local and syndicated leadership in Denver:

KLZ-TV . . . 26 shows
Stat. 'B' . . . 3 shows
Stat. 'C' . . . 3 shows
Stat. 'D' . . . 0 shows

In local programming, KLZ-TV leads with highest rated

★ Morning News
★ Afternoon News
★ Night News
★ Week-end News
★ Weather Show
★ Sports Show
★ Remote Feature

Use KLZ-TV's proved leadership—CBS-TV network, syndicated shows, and local programs—to sell the Denver market. Jack Tipton, station manager, or your KATZ man will show you how.

**CBS IN DENVER**

KLZ TELEVISION Channel 7

CBS

*Represented by the KATZ Agency.*

KLZ-TV's Syndicated Leadership

| | | |
|---|---|---|
| 1. Whirlybirds | 28.8 | KLZ-TV |
| 2. Frontier Doctor | 28.4 | KLZ-TV |
| 3. Medic | 27.4 | Stat. 'C' |
| 4. Casey Jones | 25.2 | KLZ-TV |
| 5. Sheriff of Cochise | 24.5 | KLZ-TV |
| 6. Highway Patrol | 24.2 | Stat. 'B' |
| 7. Studio 57 | 23.7 | KLZ-TV |
| 8. Badge 714 | 23.5 | KLZ-TV |
| 9. Honeymooners | 22.5 | Stat. 'B' |
| 10. Target | 22.5 | KLZ-TV |
| 11. All Star/ Death Valley | 21.4 | KLZ-TV |
| 12. Sea Hunt | 21.3 | KLZ-TV |
| 13. Harbor Command | 21.1 | KLZ-TV |
| 14. State Trooper | 20.7 | Stat. 'C' |
| 15. Boots and Saddles | 20.4 | KLZ-TV |

*from* **LEE BRISTOL JR.**, *director of public relations, Bristol-Myers, New York*

# Rebuttal from Madison Avenue: An advertiser defends N. Y. agencies

Who gets your vote for coming up with the understatement of the year? Mine goes to J. Harvey Howells for his recent comment: "An advertiser *can* get a good job done on Madison Avenue."

Coming as it did from a distinguished adman whom I admire, the comment was as surprising as it was, I'll bet, tongue in cheek. Mr. Howells made the comment in an article [MONDAY MEMO, May 26] extolling the virtues of ad agencies outside New York. In his article, Mr. Howells, who is now working in New Orleans [Fitzgerald Adv.], criticized Madison Avenue for lacking both perspective and what he called "creative daring."

Certainly, Mr. Howells has every right to take pardonable pride in what agencies outside of New York are accomplishing these days. The advertising business has had a meteoric postwar growth. Manhattan Island couldn't possibly hold the many agencies which have come into being. Local agencies across the country perform an important function these days not only in servicing their share of great national accounts, but in doing those highly important local jobs as well—for that bank in St. Paul, for example, that dairy in Omaha, or that regional store chain. Those out-of-town local or regional setups have oftentimes become sizeable operations.

I cannot, however, go along with his reasons for criticizing Madison Avenue.

Few of us would quarrel with his contention that it is quality, not quantity, which the advertiser seeks in his creative talent, but what oasis has attracted or produced more quality in creative talent than New York? After all, who could give the full history of great American advertising without mentioning the names of New York giants like Bruce Barton, James Orr Young or Ralph Starr Butler?

Few of us would claim that Madison Avenue has a mortgage on perspective, but I like to think there's more than one Man from Cunningham & Walsh. New York admen do leave their desks and spend time in the field. And besides, where outside of New York can you be as close to current information on the trends and changes in markets and media as you can be along Madison Avenue?

Few of us would quarrel with Mr. Howells' contention that the battle for jobs in advertising in New York can be a rugged one, but hasn't this matter of job turnover been a bit overplayed—like the lavish "wet lunches" and the abused expense accounts? Sure, the jobs are highly competitive along Madison Avenue, but can't this be considered all to the good? Doesn't this tend to keep us on our toes? Long tenures are not rare enough phenomena for columnists to byline mug shots of John Q. Adman the way the movie books would do it: "Happily married to the same firm for 15 years!" Such records are not that rare.

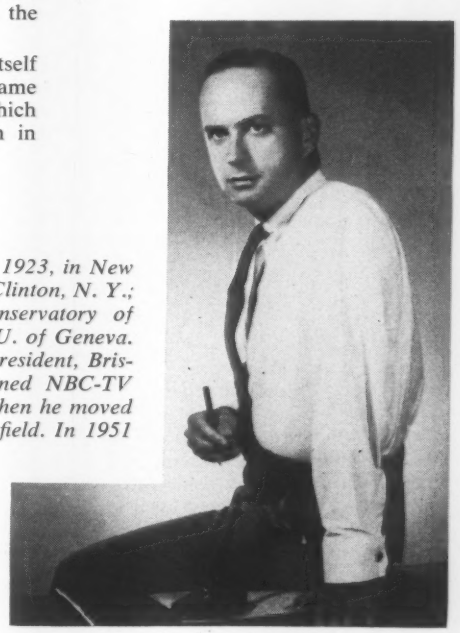
### KEEPING THE HERRING FLIPPING

Do you recall Arnold Toynbee's story about the herring? Off the coast of Plymouth, the best herring were to be found far out at sea, but most fishermen could not catch those fish without having them die on the long trip back to port. As a result, most of the herring had to be caught close to shore where the poorer fish were to be found. Only one fisherman managed to catch the better herring way out at sea and bring them alive to shore. His secret: He put several catfish in with the herring. Fighting the catfish for their lives, the herring put up such a struggle that few of them died on the trip back to shore. To be sure, Madison Avenue has its endless waiting list of job applicants, but can't this competition prove stimulating? Oftentimes it does keep the employed herring flipping!

Sure, Manhattan doesn't lend itself so much to the four o'clock golf game as to that crowded adman's local which pulls out of Penn Station at seven in the evening. But at a time when self-discipline, craftsmanship and imagination are at such a high priority, can't this conscientiousness beyond five o'clock speak well for the Manhattan adman?

I am not certain what Mr. Howells means by Madison Avenue's lack of "creative daring," although he does concede that David Ogilvy and Bill Bernbach have their share. As I understand "creative daring," however, I would ask: what about those recent campaigns for Maxwell House, Campbell's Soup, White Horse scotch, Pepperidge Farms or Piel Brothers? Are these so hum-drum, conventional and uninspired?

What Paris is to the fashion world, London to men's pipes, and Los Angeles to Heaven knows what next, certainly Madison Avenue remains the irrefutable center of the ad world, no matter how much the glib novelists and tv writers jibe. It is a happy privilege to speak out as "counsel for the defense" and to hail the much maligned populace of Madison Avenue as they deserve to be hailed—as stimulating, keen-witted and articulate a group as one is likely to find anywhere—even in New Orleans!



*Lee Hastings Bristol Jr., b. April 9, 1923, in New York City. B.A. Hamilton College, Clinton, N. Y.; honorary degree Los Angeles Conservatory of Music and Arts; graduate study at U. of Geneva. First job in 1948 was assistant to president, Bristol-Myers, for one year. Then joined NBC-TV production department until 1950 when he moved to Doherty, Clifford, Steers & Shenfield. In 1951 he returned to B-M as assistant advertising manager. Then was appointed advertising manager and now director of public relations. Composer (religious songs), author. Mr. Bristol lives in Princeton, New Jersey, with his wife Louise and three children.*

## The Buffalo Story

FIGURING $50 as the average cost of converting vhf television sets for uhf reception, we estimate that the people of Buffalo, N. Y., spent nearly $14 million in the past few years to receive WBUF (TV), the uhf station which NBC is giving up Oct. 1.

Those people will take small comfort in the knowledge that they spent their $14 million to participate in an interesting experiment.

Yet the money, we suggest, was not entirely wasted. The Buffalo case is so dramatic an illustration of the television allocations mess that it may well lead to an earnest and sensible attack on the problem.

It is not a problem which can be easily or quickly solved.

But it is not as formidable a problem as the FCC faced when it drew up its Sixth Report that established the present allocations.

In its considerations preceding its issuance of the Sixth Report, the FCC lacked much of the television operating and engineering knowledge that is now at hand. The Sixth Report assumed (and a majority of industry opinion agreed) that vhf and uhf stations could operate competitively.

The Buffalo case is the latest and most dramatic proof that a uhf cannot survive against the competition of two or more v's. NBC poured $2 million into plant, engineering and audience promotion to build the best uhf station and the biggest uhf audience possible. Yet the handicap of competing against two vhf stations was so great that the network was unable to project anything but operating losses in the future.

Uhf outgunned by vhf got as good a try in Buffalo as it is ever apt to get. It is now useless for anyone to pretend that profitable operation of a uhf outnumbered by v's is possible.

It would be wrong, however, to conclude that the Buffalo case means that uhf, as a service, is useless. There are several markets where uhf stations are doing well in competition with one another. These markets lack heavy vhf penetration. They argue for the creation of more all-uhf islands, for selective deintermixture to enlarge the number of markets having three or more competitive facilties.

But deintermixture, however desirable, will provide no more than part of a solution to the allocations problems. If television is not to be permanently laced in an allocations straight-jacket, a general reallocation plan must be devised.

It must be a plan that assures an orderly and adequate transition period to give the public and station owners a chance to amortize present investments in equipment.

It must be a bold but realistic plan which sets out definite stages of television evolution from the present system to one which is limited only by the potential of the American economy and not by the figures on an engineer's drawing board.

It cannot be a plan which encourages indefinite nibbling at the problem, of the kind which has been going on for several years and which has cost the people of Buffalo $14 million.

## Color Smear

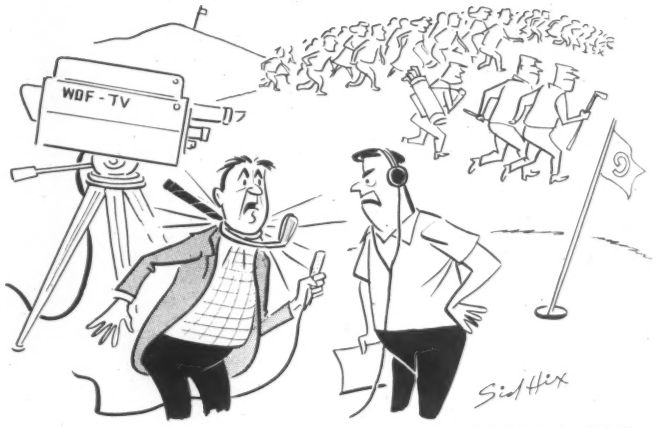
IT was in poor grace for the Admiral Corp. to blame the networks for slow public acceptance of color television.

Ross D. Siragusa, Admiral president, intemperately accused the networks of taking "a public-be-damned attitude," of being "money hungry" and "profit hungry." We know of nothing Mr. Siragusa has done lately or any time that would indicate he's running an eleemosynary institution. We wonder whether he is making the accusations to placate disconsolate stockholders because his company has dropped from the front runners and isn't introducing new models this year.

Admiral did follow the lead of RCA in offering color sets. But unlike RCA, it didn't put its money where its mouth is by advertising its sets via color television. Moreover, NBC, subsidiary of RCA, is colorcasting extensively even during the summer season. CBS-TV has suspended color for the summer but resumes in the fall.

If anyone is at fault for color's slow start it has to be the manufacturers, other than RCA. That portion of the public which is exposed to color likes it. So do the advertisers. But other manufacturers have done nothing to stimulate color development. Desultory efforts have been made by Hoffman and Emerson, in addition to Admiral, through limited production of color models.

Last year set manufacturers did a business of $1.5 billion. If only 5% of that amount were spent in consumer advertising, the figure would be $75 million. How much of that advertising money found its way to the broadcast media? Only RCA and, to a lesser degree, General Electric and Westinghouse, used national schedules on the air—spot and network.




Drawn for BROADCASTING by Sid Hix

*"Let's keep the voice down while they're putting . . . okay?"*

Set manufacturers are in a lock and key relationship with broadcasters. Without programs, manufacturers would have no market. If the manufacturers spent most of that $75 million in programs, they would be creating a new market for their new products, whether color, black-and-white, am or fm. With the few exceptions mentioned, they are getting free rides on the air, while investing heavily in the printed media with no significant results in this cloudy economic period.

There are now some 325 stations equipped to carry network color—more than half of the total in operation. Nearly 100 are equipped for local color slides or color film. Some 40 are equipped for local live color.

Here is a wide open market. General advertisers will buy color when there's the circulation to justify it. Manufacturers have the most to gain in ramrodding color. They can cash in on color as they did on radio and later on black-and-white tv. They can benefit from the new fm resurgence. But first they must invest their own dollars in advertising and programming on the air, instead of waiting to ride in on the coattails of the broadcasters and those few set makers who know the merchandising facts of life and who, incidentally, are the front runners today.

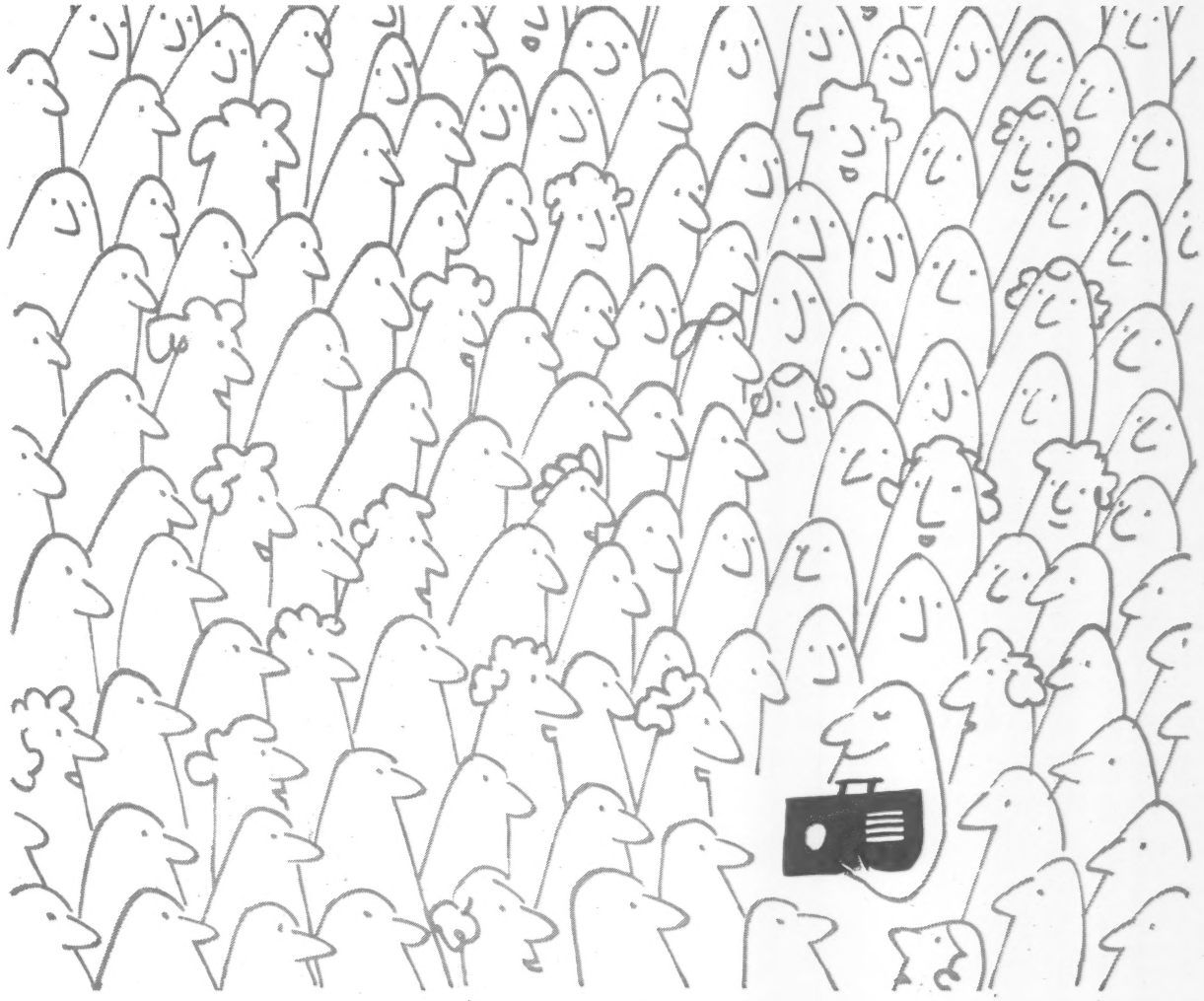
## Bartlesville and Baseball

WHAT conceivably could Bartlesville and baseball have in common? The answer should become apparent in the ensuing paragraphs because of events during the past fortnight.

Bartlesville: Because its "cable theatre" pay-tv project fell on its face for want of public support, even at the bargain price of $4.50 per month and with first-run pictures. The noble experiment that was to prove the feasibility of the home box-office and snatch the motion picture exhibitors from the lethal competition of free tv, died after an incubation of nine months.

Baseball: Because the Dodgers which moved to Los Angeles from Brooklyn to reap the big pot of gold at the end of the wired pay tv rainbow, were saved from oblivion by free tv—the medium owner Walter O'Malley snubbed in his quest for the box-office buck. An eight-hour telethon over KTTV (TV) Los Angeles turned defeat in a city-wide referendum on donation of the Chavez Ravine site for a new Dodger stadium into victory by a 25,000 majority. Prior to the telethon, paid for by a taxpayers' committee, the prediction had been that the baseball site would be lost 2-1.

Together, these incidents provide little cheer for advocates of subscription television. They demonstrate the great audience appeal of free television and the extreme uncertainties confronting anyone who wants to charge the public for home television.



## Radio Programs with Adult Appeal

WJR knows that adults are the folks who buy products. This little nugget of wisdom seems to have escaped many radio stations. WJR also knows that if you want adult listeners you must feature programs with adult appeal—instead of just spinning records hour-after-hour-after-hour. To please adult tastes WJR specializes in programs that are informative, educational and entertaining. To further please adults, WJR emphasizes "live" programs. This, of course, requires writers, directors, producers, news, farm, sports and women's editors, well-known personalities—in fact, a whole slew of talented people who are expensive—but not too expensive for WJR.

It's obvious that adult-programming pays off. The important question is "How much does it pay off?" The facts are found in a survey conducted by Alfred Politz Research, Inc. Facts that will interest everyone with a product or service to sell in this area. Why not sit down with your nearest Henry I. Christal man and see for yourself why WJR is the No. 1 radio station in the Detroit-Great Lakes area, the fifth richest market in America!

**WJR** DETROIT
50,000 WATTS CBS

Radio Programs with Adult Appeal

*WJR's primary coverage area —over 17,000,000 people*